Conaway’s Column (2)
Aaron Conaway, President, ICIA

ICIA Crops & Soils Merit Award (Inside)
Industry leaders receive ICIA’s highest award

Seed Workshop Draws Record Crowd (5)
Highlights from the 2013 Corn Belt Seed Conference
Conaway’s Column
by Aaron Conaway, President ICIA

As we wind down from another fantastic Corn Belt Seed Conference, hosted by Indiana Crop Improvement Association (ICIA) and Indiana Seed Trade Association (ISTA), the industry is anxiously preparing for another large production year. The successful conference was kicked off with a record breaking Seed Conditioning Workshop. The two most popular discussion topics that I heard at the conference regarding our industry were “continual change is here, and it is here to stay in the seed industry,” and “2013 will be more challenging than any year prior.”

As the calendar year is underway, we continue to be faced with a lot of uncertainties in 2013. Many of these uncertainties include: government decisions or lack thereof, an unstable economy, record breaking weather events, as well as supply and demand challenges. While we continue to navigate our businesses and our industry in a very fast paced and uncertain time, it is invaluable to have an association that can give confidence and trust in your product.

ICIA is the organization to help guide and solve any challenge your business is faced with. ICIA can support you with lab services that are unmatched, with consistent and timely results. Our field inspection programs are superior to any other option in the industry, and the experienced staff is willing and able to answer any question or adapt to any request that will help you with today and tomorrow’s challenges.

ICIA is as strong as it has ever been, and with our new strategic plan in place there is a clear direction and a lot of motivation within the association to conquer the future. The current association is made up of a great group of directors, outstanding top management, and staff which is experienced and motivated to support the association in every way that is needed. It is an honor and a privilege to not only be a part of this association, but to help lead this association into an exciting future full of opportunity!

Seed Lab Notes
Results through March 13, 2013

**SOYBEANS**

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<td>Sand</td>
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**CORN**

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<th>Test</th>
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<td>71.3%</td>
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<td>Cold Test</td>
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Scott Campbell of Campbell Seed/Total Seed Production is a third generation seedsmen, who literally “grew up in the seed business”. Scott has been extremely active in agriculture and seed production his entire life. There is no part of farming or the seed business in which he has not participated; from raising hogs, fixing tile, planting the crop, detasseling, building, harvesting to sales and marketing. The family business was started in 1936 by Scott’s grandfather and father with 5 acres of seed production. In 1971 when Scott joined the business full time he and his father were producing 80 acres of seed. Today, Total Seed Production has 12,000 acres of seed in production.

Scott has never backed down from the challenges of the seed business. He has been a leader and innovator and is a self-taught engineer. As his son-in-law, Aaron Conaway, detailed during his presentation, “Scott’s passions in life are: family, horsepower, seed business, horsepower, golf, boating and MORE horsepower. He is also passionate about land and agriculture.”

Scott has given back to the industry through service on the Board of Directors for the Indiana Seed Trade Association where he served as president in 1999 and the Indiana Crop Improvement Association Board from 1982-1985. During his time with ISTA he was actively involved in shaping the Indiana Grain Buyers bill which was designed to protect farmers from bankrupt grain elevators. He played a big role on the building committee for Indiana Crop from 1998-1999 when plans for the current ICIA facility were being developed. He has been active in the American Seed Trade Association and the Independent Professional Seed Association.

Jim Stewart was born into the seed business and raised on the same farm his great-grandfather bought in 1891 near Greensburg and he still lives on that farm today. He graduated from Purdue University in 1981. From 1981 to 1984 he was a regional sales manager for Stewart Seeds in northwest Indiana. Jim then moved back to work in the corporate offices of Stewart Seeds. As Secretary/Treasurer, Jim wore many hats, from Chief Financial Officer to director of research breeding programs. In 2005 Jim was involved in the sale of Stewart’s retail operations to American Seeds which is a division of Monsanto. He currently serves as operations manager for Stewart Seeds.

Jim has been very active not only in the seed and agricultural industry but also in the local community. He serves on the Decatur County hospital board, he serves on the Washington Township advisory board, he has been the United Fund campaign chair, and is very active in the Methodist church. Jim enjoys playing golf with his sons and spending time with his family at Sweetwater Lake.

Jim has been a strong supporter of ICIA and is always willing to devote his time and effort to help when asked. He has served on the Board of Directors from 2005-2009 and served as president in 2008. Jim served on the executive committee for 3 years, the awards committee for 5 years, and served on both the intellectual property rights and examining committees for 10 years each. During those 10 year stints Jim brought excellent insight to the ICIA examining and intellectual property rights committees. Jim also served on the Indiana Seed Trade Board of Directors and as their president in 2006.
This year marked another huge success for the Corn Belt Seed Conference.

This year was another huge success for the Corn Belt Seed Conference! There was much positive feedback from the attendees on the 2013 CBSC. Compliments were given related to speaker presentations, program content, increased attendance, the size of the trade show and the quality of the Wednesday evening reception. Attendees remarked, “The CBSC is the last must be there meeting of the winter.”

Directional Challenges?
The general session was focused on “Directional Challenges”. The Ag industry is accustomed to facing challenges on a daily basis; this session gave attendees a chance to hear about research, strategies, and business plans from their peers.

Keynote speaker, Krish Dhanam delivered just the motivational push we needed to kick off such a session. Trained by Zig Ziglar, Krish embodies the energy and humbling honesty the Ag industry commands on a daily basis. In an energetic presentation, laced with humor and anecdotes, Krish talked about pursuing the American Dream. As an immigrant to the United States, Krish has worked his way from nothing to a very successful career, and was here to tell us that Dream is still possible.

Develop Partnerships
Purdue University’s Jay Akridge updated the crowd on Purdue’s response to the growing population and resulting research challenges. The strategy? Continue to develop partnerships with industry and provide students with training relevant to the job opportunities. Jay talked about the great relationship Purdue Ag has with the Indiana agricultural industry and how he wants to continue ramping up its partnerships and collaborations within the industry.

Rounding out the morning session, Dev Niyogi, Indiana State Climatologist and Assistant Professor at Purdue University provided an interesting take on weather patterns and what can be expected to hit this years’ field season. As much as the weather in Indiana is anybody’s guess, Dev has been able to identify some recurring patterns as well as trends that can help better plan for the field season and perhaps more importantly anticipate weather relevant genetic traits as we research and develop advanced germplasm.

Innovative Processes
Fair Oaks CEO, Gary Corbett gave a candid and fascinating talk about the startup of his business. He focused on the business decisions made to create a safe and clean environment for the dairy animals as well as a realistic and informative experience for the farms’ visitors. He talked about some truly innovative processes Fair Oaks has developed. Two examples are generating all their own energy from animal wastes and running their tractor-trailer milk tankers on compressed natural gas produced from that same waste material. Many attendees indicated how much they enjoyed this presentation.

ASTAs’ Vice President for Science and International Affairs, Bernice Slutsky provided an update on how the seed industry is dealing off-patent events. The industry has developed an Accord called the Generic Event Marketability and Access Agreement (GEMAA). The intent is to ensure the maintenance of foreign regulatory authorizations and stewardship obligations following the expiration of patents for biotechnology events utilized in seed varieties.

The afternoon concurrent soybean and corn production workshops were both well attended. Topics included insect resistance management, drought tolerant genetics, weed resistance management, new soybean herbicides and an update on honey bee research. Several registrants were disappointed they could only attend one of the workshops since they were not repeated.

Changing Logistics.
Steve Hofing from Centric Consulting Group, LLC provided a holistic economic look at the Ag industry; where it has been and where it is headed. He approached the market from a compositional standpoint of protein and oil as well as provided suggestions for strategy. Steve’s presentation set the stage for the Thursday morning session. The three person panel each took a portion of the overview that Steve had given and then provided more detail on how changing logistics were affecting their businesses. John Ade, Perdue Farms, talked about global grain flow and how it impacts the poultry business while Michael Swanson, Wells Fargo Bank, spoke on the repercussions of high commodity prices though all segments of the value chain. The ever popular Purdue professor, Mike Boehlje, wrapped up the CBSC with some thoughts on strategic risk planning in light of information shared by the previous speakers.

Again, the 2013 CBSC was a well-attended, educational and entertaining meeting. And perhaps the greatest value was the opportunity to visit with old friends and meet new people in the seed industry.
The Illinois/Indiana Seed Conditioning Workshop was held on February 5, 2013 at the Indianapolis Marriott North. A record number of attendees were present for this 27th annual conditioning workshop co-hosted by Illinois and Indiana Crop Improvement Associations. Moderator Larry Nees, the Indiana State Seed Commissioner, welcomed the more than 190 participants and introduced the lineup of speakers who covered a wide variety of high value topics. Thanks to Total Seed Production of Tipton, Indiana for sponsoring the day-long program.

Robin O’Mara, of O’Mara Ag Services, opened the morning session with an in depth discussion and review of the basic operations in seed cleaning and handling. He covered air screen cleaners, gravity tables, spiral separators, conveyance equipment and other integral pieces of equipment in conditioning processes. Levi Smith with Hubner Industries, covered color sorting from A to Z. Levi spoke from a seed conditioner’s perspective and could discuss the models of color sorters that are currently in use by the seed industry. Rick Brewer, Bratney Companies, discussed the pros and cons of various pieces of conveyance and handling equipment. Pete Mueller, Fumigation Service and Supply, finished the morning session with a presentation on fumigation and pest management.

After a hearty lunch, the afternoon session started with a highly informative seed treating panel of experts. Bob Bischoff, with INCOTEC, Michael Burbach, with Syngenta SeedCare, Mark O’Rourke, with Bayer CropScience, and Jim Herr, with Beck’s Superior Hybrids, delivered presentations on the challenges of seed treating in the conditioning plant. The panel focused on treatment build-up in equipment, dust off in the plant and in the field, and proper application rates for the many products being applied to seed by the industry. The treatment session generated 3.5 CCH credits for Category 4 seed treaters which had much value for many attendees. The meeting also generated CCA credits for Certified Crop Advisors who were in attendance. Several audience members indicated it had been one of the best educational sessions on seed treating they had attended.

As a complement to the seed treatment session, Joe Becovitz, with the Indiana State Chemist’s Office, spoke about workplace safety and the proper handling of chemicals. Along with proper handling is the use of personal protective equipment, PPE, which Joe also addressed. Next on the program was David Stimpson from Dow AgroSciences. Dave talked about refuge in a bag, RIB, and what has been learned by the industry which is in the second season of working with refuge in the bag products.

Finishing the very informative day was Tom Burrus, of Burrus and Associates, a long time, well respected Illinois seed company. Tom’s topic was “Professionalism in the Workplace.” He talked about the importance of image, professionalism, treating employees well and why good customer relations are critical to any organization’s success. Audience reaction was positive as his thoughtful comments, accompanied by some good jokes, closed out the excellent day-long conditioning workshop.

The Seed Conditioning Workshop also featured commercial exhibits where attendees could talk with representatives from various supply companies and learn about new products, technologies and services for the seed industry. This year there were 34 exhibitors which was also an increase from previous workshops. The Workshop location rotates every other year between Indiana and Illinois, so the meeting will be held in Illinois in 2014. The specific date and location will be announced at a later time. Thanks to all the speakers who contributed to the success of the workshop. And thanks again to Total Seed Production for their generous sponsorship to help make the meeting possible.
Industry News

Generational seedsmen lead organizations

The North Central Soybean Research Program (NCSRP) is proud to announce Indiana farmer Trevor Glick as the president of the farmer-led organization.

Glick, a seventh-generation soybean, corn, winter wheat and cattle farmer from Columbus, Ind., previously served as vice president and replaces Ed Cagney of Scotts, Mich. Gene Stoel of Lake Wilson, Minn. was elected vice president of the group.

As the first second-generation NCSRP board member, Glick says he’s excited to lead the organization and fulfill its mission. His father, Myron, was also on the board.

“I’m honored to serve soybean farmers. (My father) valued the board and the progress they were making and I feel the same way,” Glick says.

Coordinating research efforts among states and universities sets the organization apart, Glick says.

“I’ll continue the great tradition of North Central leading research and tackling the big issues facing soybean farmers, like SCN, sudden death syndrome and white mold,” Glick says.

Glick has served on the Indiana Soybean Alliance board since 2006 and was former chair of the alliance’s research and uses committee. He farms with a brother and co-owns L&M Glick Seed Co. Glick is married with three young children.

The NCSRP was established in 1992 by state soybean associations in Indiana, Iowa, Illinois, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. The organization invests soybean checkoff funds in programs, such as weed and insect management, to improve yields and profitability.

Purdue University College of Agriculture alumni, Zarrell Gray received the college’s highest honor, the Distinguished Agriculture Alumni Award, at a ceremony on Friday, March 1 on the Purdue campus.

Zarrell spent the first 17 years of his post-graduate experience with Gray’s Seed Inc., a regional seed company that produces, processes and markets high quality regionally specialized products. Over that period, growth was managed at a steady pace. Although no longer involved in the day-to-day operation of Gray’s Seed, Zarrell is a principal owner, advisor and board member.

From 2007 to present, Zarrell has worked with his longtime friend Richard Halderman to build Teays River Investments. Currently, he serves as Executive Vice President and Chief Operating Officer. From 1999 to 2004, Zarrell served on the board of directors for the Indiana Crop Improvement Association (ICIA). From 2001 to 2005, he served on the board of directors for the Indiana Seed Trade Association. He was awarded the ICIA Crop and Soils Merit Award in 2008.

“The recipients are terrific representatives of what we do so well - prepare students to make a difference,” said Jay Akridge, Glenn W. Sample Dean of Purdue Agriculture. “They are businesspeople, farmers, scientists and entrepreneurs working in both the public and private sectors - and they are all leaders.”
Announcing 2013 ICIA Board Members

Above left to right: Barb McMullan, Illinois Foundation Seeds Inc., Bruce Searle (ISTA), AgReliant Genetics and Jay Hulbert Ag Alumni Seed (not pictured: Jim Wolf, Specialty Hybrids)

2013 ICIA Executive Committee Members

President: Aaron Conaway, Total Seed Production.
Vice-President: Craig Anderson, AgReliant Genetics.
Director at Large: Mitch Snyder, Ag Venture McKillip Seeds.
Immediate Past President: Greg Smith, Hubner Industries LLC. Marshall Martin, Purdue University

New 2013 ICIA Board Members

Above left to right: Barb McMullan, Illinois Foundation Seeds Inc., Bruce Searle (ISTA), AgReliant Genetics and Jay Hulbert Ag Alumni Seed (not pictured: Jim Wolf, Specialty Hybrids)

Srilakshmi Makkena joins Genetics Program as Research Associate

The Genetics Program has traditionally been divided into two focus areas: service and research. We are excited the research program will have a renewed focus beginning in 2013.

We are pleased to announce Dr. Srilakshmi Makkena officially joined the Genetics Program at ICIA in February. Srilakshmi earned a PhD from The Ohio State University in Plant Cellular and Molecular Biology in 2011. She received her bachelor’s degree in Agriculture and master’s degree in Seed Science and Technology from ANGRAU in Hyderabad, India. Srilakshmi’s previous research involved transcriptional regulation of cell proliferation in Arabidopsis thaliana (a model plant species). Her research has required the use of genetic, molecular, cell biological and biochemical approaches that will serve her well in her new role. Additionally, Srilakshmi’s academic training and employment experience has provided her with a background in seed quality assurance; including proficiency testing and seed testing to meet certification requirements. We believe Srilakshmi possesses a varied and unique set of skills that will serve our members well.

We have several projects in the pipeline to get Srilakshmi started. We welcome projects from our customers regarding any challenges or opportunities for improvement with which we could help.

To learn more about the Genetics Program, research and project opportunities or to visit with Srilakshmi please contact the Genetics Program Director, Dr. Emily Dierking at dierking@indianacrop.org or Srilakshmi directly at makkena@indianacrop.org.

The Indiana Seed Industry Graduate Award was given to two students, Jason Morales and Raymond Lindsey at the 2013 Corn Belt Seed Conference.
Sponsors. Thank You!

» Dow AgroSciences
» Corn States Hybrid Services
» Ag Alumni Seed
» AgVenture, Inc.
» Monsanto
» Total Seed Production
» Bayer CropScience
» Beck’s Hybrids
» Buhler-Sortex, Inc.
» Greenleaf Genetics
» Hubner Industries, LLC
» IPSA
» Merritt Hall Insurance
» NuFarm Americas
» Peterson Genetics
» Indiana Soybean Alliance
» AgReliant Genetics
» Greif Packaging LLC
» H&S Forest Products
» Illinois Foundation Seeds Inc.
» INCOTEC
» Indiana Corn Mktg. Council
» Limagrain Cereal Seeds
» MayerSeedLine
» Oliver Manufacturing
» Pioneer Hi-Bred Int’l.
» Precision Laboratories
» Syngenta
» Tech Services, Inc.
» Thurston Genetics
» Thurston, Inc.
» Valent
» WestBred
» Commercial Bag Co.
» MBS Genetics

Exhibitors. Thank You!

» Advanced Biological Mktg.
» Advanced Sort Industries LLC
» Ag Printers
» American-Newlong
» Bayer CropScience
» Becker Underwood
» Bratney Companies
» Buhler-Sortex, Inc.
» Creative Inc.
» Design Graphics Group
» Direct Enterprises
» Exoteric Analytics
» Fumigation Service & Supply
» Greenleaf Genetics
» Greif Packaging LLC
» Henriott Group
» IPSA
» Krauter Solutions
» Long Brothers Bag Co.
» LRA Marketing
» Midco Enterprises
» MyFarms
» Novozymes BioAg
» Oliver Manufacturing
» Olympus
» O’Mara Ag Services
» Precision Laboratories
» Quality Ag Solutions
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