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Innovative Strategies: Solutions for Tomorrow
Investing in Your Future

by Ryan Campbell, ICIA President

The 2018 season was another great crop in central Indiana with many farmers experiencing record-breaking yield. The corn crop advanced very quickly, which had us harvesting earlier than we ever have before. Corn quantity and quality were both excellent. Soybeans, on the other hand, have had variable results in the quality department. Yields were outstanding and some varieties had great quality, but there have been quality challenges with several varieties and bins. Pod and Stem blight has created complications with untreated germination, while insect damage and other diseases are making the color sorter work overtime to clean out discolored and damaged beans.

The marginal quality soybeans requiring multiple tests and the addition of new customers have led ICIA to a new record for the month of October. November is also on track to be an all-time record month. To keep up with demand, additional part-time staff has been hired to help out in the lab. The team is maximizing the space they have and are looking forward to the completion of the building addition. Seeing this kind of demand and growth confirms that ICIA is a leading lab and service provider for our industry.

The most important asset of any business is its people. With that being said, keep investing into the future by continuing education and take advantage of the networking opportunities at the upcoming Corn Belt Seed Conference. This has become one of the best conferences in the industry and one of the few opportunities to get seed-focused education. The annual Corn Belt Seed Conference will be held at the Indianapolis Marriott North on February 5th thru the 7th. This year, the Illinois-Indiana Seed Conditioning Workshop will be held on Tuesday, February 5th. This is a great program for newcomers and veterans within the seed industry. Bring your entire team to learn about the latest technology and earn valuable CCH credits and end the day with author and keynote speaker, Jim Morris as he talks about his journey and portrayal in the movie “The Rookie.”

Join us the next two days, the 6th and 7th, for various programming that includes keynote speaker, Tom Morrison, who will give you fantastic topics to start thinking about as we head into 2019. You will not be disappointed at the wealth of knowledge obtained and the many individuals you’ll have the opportunity to meet.

With this being my last article as President of the board of directors for ICIA, I would like to conclude with saying “Thank You” for allowing me to serve you this past year. The staff and leadership at ICIA, along with the dedicated board members and committee members, make ICIA a great organization that is committed to excellence in the seed industry. It has been a pleasure to be part of the great things happening at ICIA and I look forward to seeing the expansion come to life.

Have a safe and enjoyable holiday season and I hope to see you at the Corn Belt Seed Conference!
ICIA Demonstrates Dependability with Lab Expansion and Seed Services

Indiana Crop Improvement Association’s well documented history reveals two types of testing offered in the early days of lab services. Warm and cold germination...for either corn or soybean seed. The testing is as essential today, as it was then. In addition to ICIA offering warm and cold germination in the conventional laboratory - our services now expand to nearly seventy other testing services, a full array of field inspection services and certification programs.

If winter is a season you consider for quiet reflection or settling in for warmer weather, ICIA wouldn’t be on your top 10 list of places to visit! As the testing season gains momentum, and winter chills the air outside, ICIA is bustling with more activity than Santa’s workshop on the night before Christmas!

To meet the demands of the 2018 testing season, ICIA was fortunate to hire several excellent part-time staff, including 3 experienced seed analysts in the conventional and native seed laboratories from Dow following the recent closing of the West Lafayette laboratory. And while there is no shortage of industrious activity inside the walls of ICIA, there is also plenty of action taking place outside!

The ICIA Board of Directors recently approved a 10,000 sq.ft. building project, adding expansion to the current ICIA facilities that will include additional laboratories, office space, and germination areas. Ground breaking took place on November 19 and the project is expected to be completed in the summer of 2019. In addition, the Indiana Crop Improvement Association directional sign needed to be restored. After cleaning and restoring it to its original condition, part-time staff (and talented artist) Bryan Cochran offered to paint it with the original colors! What a difference it made in ICIA’s curb appeal!

There are many structural changes underway as 2018 winds down and the new year approaches, however ICIA maintains the commitment in making the success of your business our number one priority. Improving our services and providing solutions for members remain the focus of ICIA leadership and its Board of Directors. “The accuracy and proven results for our customers will continue as we grow and improve our laboratory and field services. The additional lab and office space is critical for ICIA to manage our business growth and provide the service on which our members have come to rely, says Alan Galbreth, ICIA CEO.”

If you would like to learn more about ICIA lab testing services or field inspections, please visit our website at www.indianacrop.org or we welcome you to stop by our headquarters or contact us at 866.899.2518.
Illinois-Indiana Seed Conditioning Workshop
Quality Management

Sponsored by

TOTAL SEED PRODUCTION

Engineering Perfect Seed

If you’re looking for an opportunity to earn CCA’s and CCH’s while gaining insightful first-hand training and instruction for your seed conditioning staff, look no further than the 33rd Annual Illinois-Indiana Seed Conditioning Workshop. The workshop is scheduled for Tuesday, February 5, the day before the Corn Belt Seed Conference - the Midwest’s largest seed related meetings.

The Seed Conditioning Workshop is designed for those who manage or work directly in the seed plants. The planning committee has selected a full line-up of topics for the conditioning workshop. The morning sessions will focus on Product Traceability and Documentation, Dust Control, Seed Treatment Calibrations and PPE Protection with Seed Treatment. After a hearty lunch and networking with the exhibitors, the workshop will deliver afternoon discussions on Optical Ear Sorting, Seed Sampling, and Modern Advancements in Monitoring Devices. The afternoon session will conclude with a change of pace when we have a keynote delivered by Jim Morris whose professional baseball career was the basis for the movie “The Rookie.”

Melissa Eiswirth, Bayer, says this about her PPE presentation: “Seed treatments are an effective way to give crops the protection they need to get a healthy start and rise stronger throughout the season. Along with these powerful tools comes the responsibility to use them properly – for our environment, our businesses and our health. As part of its commitment to safety and stewardship, Bayer has updated its processes and implemented training to encourage and promote responsible use of seed treatment technologies by both seed treaters and handlers.”

Lucas Frye, with Amber Agriculture, provides this insight on his presentation: “In the last few years: Sensors are cheap. Cloud computing costs are near nothing. Cellular networks are strong. These shifts have led to unprecedented access and the ability to monitor and manage anything from anywhere. I will share how the internet of things, technology and automation is being leveraged in food and agriculture. I will discuss how this might impact the average world of the row crop farmer and examine what could be applied in the day-to-day operations of seed production.”

You will want to stay around to network with exhibitors and colleagues during the social event from 4:30-5:30 PM in the Marion Ballroom. This workshop will provide a wealth of current information on topics that relate directly to the conditioning facility employees and features over 30 commercial exhibitors with information about equipment and products for the seed industry.

We encourage you to make plans now to register for the Illinois-Indiana Seed Conditioning Workshop on February 5, as well as the Corn Belt Seed Conference scheduled for February 6-7. For a copy of the program, hotel information and registration details, visit the conference website at www.cbsconference.org or contact the Indiana Crop Improvement office at 866-899-2518.
For the past couple of seasons, we have had a few inspectors complete additional field services upon the request of our members. In our soybean field program, inspectors have completed bin inspections which gives our membership additional information about where seed is being stored off-site. During corn harvest, our inspectors have completed yield estimates, moisture readings, and harvest loss counts. Each of these give our membership additional information that is crucial to making decisions pre and post harvest.

To learn more about the field program services available at ICIA and how we can provide you with information throughout the growing season, contact Justin Milcarek at 866-899-2518 or email milcarek@indianacrop.org.

ICIA FIELD INSPECTION

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If you’ve had the opportunity to visit with Wes Delks at ICIA - or anywhere for that matter - you have an understanding of his love and passion of the great outdoors and wildlife. Delks, ICIA’s Soybean Field Inspection Director for the past 4 years, made the decision in early December to merge his passion with his work and resigned from ICIA. Wes has accepted a General Management position with Real World Wildlife in Illinois. We wish you the best on your future endeavors!

Indiana Crop is excited to announce that one of our members, Total Seed Production, was selected for recognition in the upcoming 2018 “Best of the United States” segment in Vision Magazine! To view the article once it is published go to www.thevision-mag.com.

Congratulations to Aaron, Ryan and the entire TSP team from all of us at Indiana Crop!

The Corn Belt Seed Conference

The Corn Belt Seed Conference is once again hosted by Indiana Crop Improvement Association (ICIA). This meeting is one of the largest seed meetings in the Midwest.

The 2019 conference, set for February 6-7, will return to the Indianapolis Marriott North Hotel at Keystone Crossing. The CBSC has something for all attendees: educational topics, commercial exhibitors, social networking; and more. Indiana will host the Illinois-Indiana Seed Conditioning Workshop the day prior on Tuesday, February 5 offering you the opportunity to earn CCA’s. And...there’s more!

We are also excited for the opportunity to offer you an evening of fun and networking at one of Indy’s most raved about places to gather, TopGolf in Fishers! This event will be held on Wednesday evening, February 6 following the social at the Marriott North. Pre-registration is required and is available by visiting the conference website and adding “Option G” to your registration.

Plan to join us in Indianapolis February 5-7 for the Illinois-Indiana Seed Conditioning Workshop and Corn Belt Seed Conference. There will be plenty of discussion to bring you up to date on production, as well as industry conditions to assist you in making decisions in your day-to-day operations. This conference will be well worth your investment. Register your group to attend at www.cbsconference.org.
Innovative Strategies: Solutions for Tomorrow

Sarah Delbecq, Bechbill Farms
Kevin Folta, University of Florida
Angie Stocklin, Co-Founder, COO, One Click

Keynote, Tom Morrison, MTI & Associates

The first day of the Corn Belt Seed Conference offers a lineup of speakers and topics you don’t want to miss. Our keynote speaker, Tom Morrison’s presentation, “When UBERIZATION Collides with Your Industry” will be of interest to all as we are seeing some very different approaches to selling seed in our industry.

Dr. Karen Plaut, Glenn W. Sample Dean of the Purdue College of Agriculture, will kick-off the CBSC again this year. Dean Plaut will provide updates regarding happenings in Purdue Ag.

After the morning break we will have a farmer panel discussing the farm economy; how they analyze costs at all levels and how that impacts their decisions. They will also discuss digital ag and other technologies they use or don’t use and why.

Wednesday afternoon we will return to break-out sessions. There will be two tracks with two sessions each. The first track will begin with a follow-up by our keynote speaker, Tom Morrison, with the topic title “Extreme Success….Change or Be Left Behind!” For the second session in Track 1 here is what Angie Stocklin, Co-Founder and COO of One Click says about her presentation: “Navigating the world of online retail can be tricky, especially in a more traditional industry. We’ll talk about the key factors to consider before launching your own e-commerce website so you can understand the benefits of having an online presence and why you may decide not to do it.”

The second concurrent track will start with John Scott from Purdue Extension talking about drone technology. Here are John’s comments about his presentation: “Understanding the practical uses; as well as limitations, of a UAV is critical when using this technology for remote sensing. By learning how to safely operate and collect the necessary imagery it becomes possible to make field management decisions in real-time, when the decisions can make an impact. Throughout the 2018 growing season Purdue University Extension Educators and Specialists flew hundreds of acres gathering valuable information not only on crops but also identified UAV operational pitfalls which can be avoided.” Following this session, Emily Whitson, Envirolgoix will discuss the current science of gene editing and regulatory issues associated with the science.

The second session in track 2 will have Todd Martin, CEO of IPSA, talking about the choices in soybean seed technology and how seed companies are sorting through the options to determine what products they will offer to their customers. Todd always has a good handle on the pulse of the seed industry and will have some very insightful comments to share with the CBSC attendees.

We will all reconvene for a general session at 3:30 when Dr. Kevin Folta, University of Florida, will be back by popular demand to give the rest of the story in communicating with the public about agriculture and GMOs.

The evening social will be held from 5:00 to 6:30 after the Wednesday program. New this year will be an optional excursion to TopGolf for fun and networking.

On Thursday, February 7, the 119th ICIA annual business meeting gets underway at 7:30 AM beginning with breakfast. We will also have ASTA greetings from David Pearl, ICIA Board Member and Regional Vice-President of ASTA; Todd Martin, CEO of IPSA; and Bruce Kettler, Director of the Indiana State Department of Agriculture.

The Thursday morning main program will be a session focusing on trade and tariffs.

Dr. Wally Tyner, Purdue economist will present information on the short and long-term effects of the tariffs that have been placed on agricultural goods. Virginia Houston with ASTA will discuss the tariffs that are directly affecting the seed industry. Marshall Martin will once again moderate the session as he has done for many years.
Seed Quality Update

Test Results through November 20, 2018

The test averages listed below represent scores on current crop seed tested. Corn quality has been running strong for both warm and cold germs. Soybean quality for the untreated samples have had issues with insect damage and significant amount of disease. We strongly recommend applying a fungicide treatment to the untreated beans which will vastly improve the germination. We have seen the germinations on treated samples improve throughout most tests.

We are looking forward to another busy testing season within our different lab testing departments. Our approach is still the same in that we are dedicated to providing superior testing services in a timely fashion. Whether the testing is within the Genetic lab, Native and small seed lab or our conventional seed lab we appreciate your business and look forward help you with all your testing needs.

If you have any questions or if we can be of any assistance, contact Kevin Seward or Susan Dadacz as we receive and process your samples for the various testing needs. You may contact us at 866-899-2518 or seward@indianacrop.org or dadacz@indianacrop.org.

<table>
<thead>
<tr>
<th>Soybeans</th>
<th>Corn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm Germination</td>
<td>86.4%</td>
</tr>
<tr>
<td>Cold Test</td>
<td>86.1%</td>
</tr>
</tbody>
</table>
The 2019 Corn Belt Seed Conference scheduled with an unparalleled lineup of presenters and topics, and the enthusiasm of attendees and members, making this conference an outstanding opportunity for education and networking. Register: www.cbsconference.org or contact ICIA 866-899-2518.

**Tuesday, February 5**  
*Illinois-Indiana Seed Conditioning Workshop*

- **7:30 – 8:30 AM**  
  Registration

- **8:30 – 9:30 AM**  
  Aaron Conaway & Adam Ogle, Total Seed Production  
  » Product Traceability & Documentation

- **9:30 – 10:00 AM**  
  Jon Popp, Popp Engineering  
  » Filtering through the Dust

- **10:00 – 10:30 AM**  
  Refreshment Break

- **10:30 – 11:15 AM**  
  Ron Reichert, BASF Crop Protection  
  Joe Kuznia, Syngenta Seedcare  
  Seed Treatment Calibrations:  
  » What is Behind the Calculations?  
  » The Significance of Accuracy

- **11:15 AM – 12:00 PM**  
  Melissa Eiswirth, Bayer  
  » PPE Protection with Seed Treatments

- **12:00 – 1:00 PM**  
  Networking Lunch

- **1:00 – 1:30 PM**  
  Jason Morehouse & Jason Geis, Beck’s Hybrids  
  » Optical Ear Sorting

- **1:30 – 2:00 PM**  
  Brett Groves, Office of Indiana State Chemist  
  » Seed Sampling

- **2:00 – 2:45 PM**  
  Lucas Frye, Amber Agriculture  
  » Modern Advancements in Seed Asset Management

- **2:45 – 3:15 PM**  
  Refreshment Break

- **3:15 – 4:30 PM**  
  Keynote, Jim Morris “The Rookie”  
  » Dream Maker

- **4:30 – 5:30 PM**  
  Social Reception

**Wednesday, February 6**  
*Innovative Strategies: Solutions for Tomorrow*

- **7:30 AM – 2:00 PM**  
  Registration

- **8:30 AM**  
  Karen Plaut, Dean, Purdue College of Ag  
  » Update from Purdue College of Ag

- **9:00 – 10:00 AM**  
  Keynote, Tom Morrison, MTI & Associates  
  » When UBERIZATION Collides with Your Industry

- **10:00 – 10:30 AM**  
  Refreshment Break
Farmer Panel: Moderator: Wade Wiley, Beck’s Hybrids
Sarah Delbecq, Brechbill Farms; Doug Kingseed, DKW Cates Farms;
Rick Senesac, Senesac Grain Farms LLC; Jacob Walker, Walker Farms;
» Commodity Prices & The Farm Economy: How it Impacts Decisions
» Digital Ag: Technology in Today’s Farm Operations
» Accounting Software: Analyzing Costs at all Levels

11:30 AM Meet & Greet with Exhibitors
11:45 AM – 1:15 PM Lunch & ICIA Awards
1:15 – 3:30 PM Breakout Sessions

TRACK 1
1:15 – 2:15 PM Tom Morrison, MTI & Associates
» Extreme Success…Change or Be Left Behind!
2:15 – 2:30 PM Refreshment Break
2:30 – 3:00 PM Angie Stocklin, Co-Founder and COO, One Click
» E-Commerce: The Platform, Pitfalls and Pros
3:00 – 3:30 PM Refreshment Break

TRACK 2
1:15 – 2:15 PM John Scott, Purdue University Extension
Emily Whiston, Envirologix
» UAV/Drone Technology
» A CRISPR Approach to Trait Development
2:15 – 2:30 PM Refreshment Break
2:30 – 3:00 PM Todd Martin, Independent Professional Seed Association
» Soybean Technology
3:00 – 3:30 PM Refreshment Break

GENERAL SESSION
3:30 – 4:30 PM Kevin Folta, University of Florida
» The Rest of the Story
5:00 – 6:30 PM Wednesday Evening Social Reception
7:30 – 10:30 PM TopGolf
» Dinner, Golf and Networking at TopGolf Fishers
Pre-registration is required to attend this event.

Thursday, February 7 Innovative Strategies: Solutions for Tomorrow

7:30 AM Breakfast and ICIA Annual Membership Meetings

Bruce Kettler, Indiana State Department of Agriculture
David Pearl, The CISCO Companies, Regional Vice-President, ASTA
Todd Martin, Independent Professional Seed Association
» Greetings & Updates

9:30 AM Wally Tyner, Purdue University
Virginia Houston, ASTA
» Trade Agreements, Tariffs and Ag Policy

11:30 AM Conference Adjourned