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Another growing season is underway in the Midwest. This is my favorite time of the year, a new start to a new season. Every year I am amazed at how many acres across the Midwest can be planted in one week, and yet it still takes 8 or more weeks to get all of the crops planted, due to weather. We have made so many improvements in the variables that affect our outcomes including genetics, traits, seed treatments, equipment and other technologies, but the big variable, weather, still remains elusive. 85 to 90 percent of yield variability is due to weather.

Starting the planting season with the highest quality seed is one variable that we as an industry work hard at, and one that ICIA can help you achieve. ICIA provides a vast array of field, seed and genetic lab services. ICIA can also provide guidance to develop your quality management program. It is a great advantage to members to have access to a superior, fairly priced service to insure that seed planted is the best we can provide. Even though weather can affect the final outcome, it pays to start with high quality seed that is as labeled. If you have not recently visited with the staff at ICIA about the services they can provide, I would recommend you contact them.

A prime opportunity to visit the staff and learn more about the services will occur in August. Be sure to mark your calendar for the 2nd Annual Member Appreciation and Open House Event held on August 11-12, 2016. Tours of the facility as well as educational seminars, including a session on traits will be included. The staff does an exceptional job of providing insightful information and showcasing the facility, their services and their knowledge. This is a fun, interactive, informative event.

To show our appreciation of our members there will be a golf outing, reception and dinner held at Coyote Crossing Golf Course in West Lafayette, IN. If you have not played Coyote, this is your chance to play the most beautiful Hale Irwin designed course in the region. Woods, streams, ponds and a gentle roll all add to the gorgeous backdrop for your game. Hole #8 with its stone bridge and azaleas on the hill behind the green will remind you of Augusta. Hole #1 will lead you gently into the course, but be prepared to be humbled before ending at #18 near the clubhouse. If you don’t play golf, the clubhouse is a great facility to enjoy the reception, dinner, fun and fellowship with other members and staff. The patio overlooking the 9th and 18th greens is always cool, even in August!

Well, back to business. ICIA is gearing up for a good increase in field inspections over 2015 as well as an increase in lab services. A number of the committees have met this year with good attendance and lively discussions by members. Thank you to all who have or will be attending the meetings. This is vital to keeping our association strong.

Who knows what might happen during the growing season, or what the final crop might look like, but be assured that ICIA is ready and willing to help you throughout the season. Enjoy your spring and summer and plan on joining us at the Appreciation and Open House Event in August.
Meet Kevin Cavanaugh, Director of Research with Beck’s Hybrids. Kevin is also a member of the ICIA Board of Directors, and is currently serving as Vice President on the executive committee. In talking with Kevin, it is immediately obvious that he is fueled by his passions. His passion for agriculture has been a mainstay in his life since his early teens. Kevin’s first opportunity to work in agriculture (other than on his family’s grain and livestock farm in NW OH) was at a corn breeding station in Bowling Green, OH at the ripe age of 14. Kevin may not have known it at the time, but this opportunity ignited a fuse that fired his passion for agriculture, and specifically, corn breeding.

After high school, Kevin attended Iowa State University where he received his B.S. in Agronomy. He then went on to Purdue University to study Plant Breeding and Genetics, and received his M.S. and Ph.D. Kevin has been involved with Beck’s Hybrids since 1993. In this time, he has seen many challenges to the seed industry; however, he prefers to focus on the wonderful opportunities the industry has offered through those challenges. Kevin states, “The advent of GMOs was revolutionary when it was first done and now seems to be becoming routine. New ways to change genes such as gene editing is on the horizon which will bring yet another level of improvement to crops. Along the way there have been challenges and opponents to the methods we use. Education and scientific data, while very powerful in proving safety and worth of these advancements, do not always convince the opponents of these new technologies and methods. We must continue to tell our story to the ag and non-ag sectors, demonstrating the value and safety of these new methods in food production and crop improvement.”

It is easy to see the excitement Kevin foresees for the future of the seed industry. Rapid advancements in technology should allow ideas and intellectual property to come to the forefront of the industry. This will mean more technologies, products and services which will help the ag sector be more productive and help feed the growing population worldwide. Kevin’s own experiences illustrate these points very well. “When I first started at Beck’s Hybrids, we marketed 22 hybrids. We were only concerned about the percent fertile, warm germ, cold germ, selfs and off-types. Today, with the advent of traits and the complexity of the industry, we are marketing 90 hybrids. We are still concerned about the previously listed characteristics, but are also concerned about the trait purity aspect of these lines which could include two herbicides, two corn borer traits, two corn rootworm traits, and broad lepidoptera control. The complexity has certainly changed.”

Kevin also has hobbies outside of the eight greenhouses he oversees at Beck’s. He and his wife Carey have one at home too! They purchased and rebuilt a used 42’ X 62’ greenhouse over a two year period. They produce varying kinds of produce, which they sell to local stores, restaurants, and farmer’s markets. Kevin points out, “We have really enjoyed learning how to grow crops, like raspberries, inside. This also includes learning to use bumble bees as pollinators. These new challenges with unique crops, invigorates our thirst to learn.”

Kevin is also excited to be a part of ICIA. He says, “This not-for-profit organization helps everyone in the seed industry succeed, as well as, providing science-based testing to make sure seed companies are providing high quality seed to farmers. For me, helping out in this type of organization is perfect. I hope to be a part of this organization that will continue to serve the seed industry for the next 100 years like it has the last 100 years.”

And a part of it you are, Kevin. Thank you for serving as a director and our Vice President!
Like many in the seed industry these days, Jayne Wolff does not have a background in agriculture. In fact, Jayne has always held an accounting type position but for organizations in various industries and has worked for multiple nonprofits like the YWCA and the Greater Lafayette Chamber of Commerce. Jayne joined the ICIA team as their new bookkeeper in November of 2013.

For Jayne, ICIA is a good fit – “it’s a small company, small meaning family-like,” many of the organizations she has worked with in the past have been on the smaller side. Jayne shared “I have really enjoyed my time at ICIA so far, in fact three years has gone by fast! In my experience, smaller companies will say they are family oriented and care about their employees, but at ICIA I feel like they really do care about me as a person and value my work.” Jayne went on to say that she also thinks that working here it is understood that everyone’s role contributes to the success of ICIA.

Jayne is originally from Terre Haute and still has a lot of family there. After attending Ivy Tech and marrying her husband Mark, they moved north to the Lafayette area. When Jayne is not crunching numbers and keeping us all informed with the latest facts about our benefit programs she has a few hobbies that she enjoys and her children; a son Wesley and a daughter Mason, that keep her busy too! Jayne is in a bowling league, not for the bowling per se but the friendships. She has bowled with the same group of ladies for almost 25 years! Jayne really loves the outdoors so she spends a lot of her evenings and weekend time outside the house working on the yard or in the garden. She and Mark also like to go for motorcycle rides together.

As the kids get older and will soon be moving on with their adult lives Jayne is looking forward to the advantages of more free time. Again most activities are focused on being outdoors; more time in the yard, by the pool and motorcycle trips. They plan to take longer rides, vacations, back to some spots they haven’t been in a while and also a ride along the Outer Banks, a trip that’s at the top of the to-do list.

Jayne has been a joyful addition to the small-ish team at ICIA. Her positive outlook, teamwork spirit and welcoming nature, has been a true breath of fresh air – no coincidence!
Mark your calendar now and plan to attend the Corn Belt Seed Conference, scheduled for February 8-9, 2017 at the Indianapolis Marriott North. And, if you are looking for an opportunity to earn CEU and CCH credits, you won’t want to miss the Illinois-Indiana Seed Conditioning workshop scheduled the day prior on February 7 at the same location! These meetings will deliver a line-up of educational sessions and workshops with up-to-date information to impact your business. There will be opportunities to meet with your customers and others in the industry.

EXHIBITOR and SPONSORS

If you missed out last year, exhibitor space for the Corn Belt Seed Conference is now open for your company to attend. Exhibit space is available on a first-come, first served selection basis. The 2017 CBSC will offer new opportunities for exhibitors to meet with attendees and promote their businesses. In addition, sponsorships for the Corn Belt Conference are available. These are great tools to promote your business, interact with your customers and boost your bottom line. Contact Susan Overdorf at overdorf@indianacrop.org for more details.

Your customers and colleagues will be there….don’t miss out!

INDIANA SEED COMMISSIONER RETIRES

The Office of Indiana Seed Chemist has announced Seed Commissioner, Larry Nees retired on June 1, after completing 41 years of dedicated service to the seed industry.

Larry’s responsibilities included enforcing the Indiana Seed Law, the Federal Seed Act when applicable and operating the State Seed Testing Laboratory. His role as seed commissioner has made Indiana agriculture better.

Some items of particular note that occurred during his tenure as seed commissioner include the change in the Indiana seed law to allow “variety not stated” labeling, the arbitration law, the inspections under seed contracts law and the law prohibiting political subdivisions from regulating seeds. He also authored an easy to read handbook with examples of proper labeling for seed companies to use as an everyday reference. He also was a contributor to the AASCO Handbook on Seed Sampling. He gave countless presentations on proper labeling and sampling and was always available to educate the seed industry and consumer groups.

He served as President of the Association of American Seed Control Officials (AASCO) and then served on their board as Secretary for many years. Throughout his career, Larry has been professional and approached issues with the utmost integrity. After 41 years of serving Indiana seed consumers and suppliers, Larry leaves his office with many friends in the seed industry.

An open house reception was held in Larry’s honor on May 20 at the Purdue Memorial Union. In addition, ICIA and ISTA plan to host an open house in recognition for Larry’s years of service to the industry. The event will be held on August 12 in the ICIA Conference Center.

Thank you, Larry for your many years of dedication. Congratulations on your retirement, it’s time to enjoy a few rounds of golf!

Visit with ICIA at Upcoming Summer Meetings!

...AOSA/SCST Annual Meeting Portland, Oregon June 4-9, 2016
...ASTA Annual Conference Portland, Oregon June 18–22, 2016
...AOSCA Annual Conference Park City, Utah June 24–29, 2016
...Purdue Turf & Landscape Field Day West Lafayette, Indiana July 12, 2016
...Atlantic Seed Association Annual Meeting Canandaigua, New York July 13–16, 2016
...ICIA 2nd Annual Open House & Member Appreciation Event Lafayette, Indiana August 11–12, 2016
ISTA Diagnostic Day

ISTA will host its 2016 Diagnostic Day on Wednesday, June 29th at the Beck Agriculture Center, 4540 U.S. 52 W., West Lafayette, IN 47906.

Plan now to attend this full day of informative and educational sessions regarding current issues in the agriculture industry.

Topics & Speakers include:

- Xtend Soybeans - We Still Can’t Spray Dicamba on Them
  Bill Johnson/Travis Legleiter

- Managing Drainage for Resilient Agriculture
  Jane Frankenberger

- Soybean Inoculants
  Shaun Casteel

- Update on Corn Rootworm and European Corn Borer in Indiana
  John Obermyer

- Late Season Nitrogen Applications
  Jim Camberato

- Fungicide Seed Treatments
  Kiersten Wise

Registering for the field day offers attendees the opportunity to earn CEU and CCH credits. Registration is $150.00 and is open to members and non-members of ISTA. Lunch is included and registration is limited.

Registration is available on the ISTA website at www.indianaseed.org. If you need further information, please contact Quincy Cunningham at (317) 916-4188 or email at qcunningham@frickassoc.com.

ICIA Explores Food Plot Testing

ICIA has started testing food plots for seed companies targeting wildlife managers.

Food plots have exploded in popularity with hunters in the past 10 years. Slowly the hunting and wildlife community has begun to educate themselves on their seed purchases and are learning to do things that farmers take for granted, like what to look for on a seed tag. Food plot seed companies have seen the growing trend in a more knowledgeable market and have slogans to attract these educated customers like “Research equals results” and “Dare to compare”.

We want to provide the research and comparison trials for these food plot seed companies to help them market their seed to a more educated wildlife manager.

ICIA is constantly looking for new types of testing we can explore to benefit potentially new members in the seed industry. In 2013 we added a Native Seed Department. This has gained us new business providing germinations for smaller seeds to new members. Some of these new members market their seed to wildlife enthusiasts to be used in food plots.

In 2015 we grew spring and fall food plots and recorded whatever data the customer asked to be collected. In some cases this was simply growing a potentially new seed mix the company was thinking about selling. We then put up exclosure cages and trail cameras to measure the attractiveness of the plot for whitetail deer. We kept in close contact with the seed company to keep them aware of our findings.

We have also been asked about performing side by side comparison trials and testing different food plot treatments. Mostly qualitative data has been asked for such as written descriptions and photographs of how the deer responded. However, we hope to collect more quantitative data in the future. This could be as simple as weighing a square meter of biomass in a turnip plot or estimating percent ground cover in a clover stand.

We have access to a 350 acre property that has been highly managed for healthy wildlife populations for the past decade and more specifically for growing mature bucks. We also can plant plots on a captive deer facility where the deer are more comfortable allowing us to study their behavior. Please contact Wes Delks at delks@indianacrop.org or (765) 414-9046 to discuss how ICIA can help you better market your food plot seed.
ICIA STAFF ACHIEVES CVT CERTIFICATION

ICIA part-time lab technician, Amy Smeltzer recently passed the Certified Viability Technologist exam to receive her CVT certification. In passing the exam, she becomes a voting member of the Society of Commercial Seed Technologists. Amy is a highly valued seed analyst in the ICIA laboratories, and she gains national recognition for her seed analytical abilities.

We congratulate Amy on reaching this milestone in her career as a seed analyst!

Growout Business is, well, growing!

Did you know ICIA offers winter growout services in Puerto Rico? In 2015 ICIA inspected a record number of winter corn grow-outs. ICIA full-time staff members travel to Puerto Rico each year to read grow-outs as a service for our association members. This service provides unbiased third party evaluation of physical plants from your seed lots and provides a percent purity rating for each lot.

Assessing physical plants give us the opportunity to look at tassel structure, silk colors, brace roots, ear height, leaf width and other plant characteristics. Our growout readers mainly are looking for selfs and outcrosses. We record and describe all that we find and typically we find more outcrosses than selfs.

Recently, we have used Ipad in the field to log the growout data. Switching to this electronic format has allowed us to combine data from different reps and email results to our members. ICIA will continue to improve our procedures so that we can get growout results to our customers quickly, yet with the accuracy that ICIA has always prided itself in.

Contact ICIA today to discuss how our 3rd party, unbiased, growout services can verify the purity of your seed lots.

2nd Annual ICIA Open House and Member Appreciation Event

This is an opportunity for us to express our gratitude to our members for their business and friendship and also a chance to meet the staff, tour the lab and learn more about all the services we provide. There will also be an additional educational seminar offered on Friday morning featuring representatives from Dow, Syngenta and Monsanto to review testing protocols and product updates for the upcoming seed quality testing season. We will have someone from the OISC cover a treatment related topic AND offer CCA/CCH credits. To wrap up the morning we are pleased to welcome a representative from ASTA to present to us their latest communications campaign for advocacy and public awareness for our industry.

Thursday, August 11
• ICIA OPEN HOUSE - Presentation & Tour tracks to run throughout the day
• Golf Scramble Event - Afternoon tee times, Coyote Crossing Golf Course (CCGC)
• Evening Reception & Dinner - Join us for drinks on the balcony & dinner, also at CCGC

Friday, August 12
• ICIA Annual Trait Testing Seminar & Educational Seminar - Morning program

ICIA Headquarters
7700 Stockwell Road
Lafayette, IN 47909

Coyote Crossing Golf Course
5801 Augusta Lane
West Lafayette, IN 47906
Check out the course -
http://www.coyotecrossinggolf.com/

We look forward to seeing you this summer!
Have questions? Contact Liz Pestow @ ICIA
877.899.2518 or pestow@indianacrop.org

Learn more at www.indianacrop.org
Seed Quality Update

Test results through May 25, 2016

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<tr>
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<td>85.3%</td>
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<td>Sand</td>
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<table>
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<tbody>
<tr>
<td>Warm Germ</td>
<td>96.8%</td>
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<td>97.1%</td>
</tr>
<tr>
<td>Cold Test</td>
<td>93.1%</td>
<td>92.3%</td>
<td>91.0%</td>
</tr>
</tbody>
</table>

2015 Corn and bean quality was excellent. Vigor scores were very strong for corn and soybeans. The table above shows the germination and vigor scores for the 2015 testing season along with the previous two years. Contact Kevin Seward at 765-523-2535 or seward@indianacrop.org with your testing needs or questions.