

INSIDE ICIA

APRIL 1, 2025



Strategic Growth



ICIA President, Wade Wiley
Global Head of Commercial
Excellence, Syngenta

As we approach the end of our fiscal year in April, I'm pleased to share that our association remains on a strong financial foundation. Through fiscal responsibilities and strategic investments, we have not only met but exceeded our financial targets, allowing us to expand key strategic initiatives that benefit our members. Our continued success is a testament to the dedication of our ICIA Staff, ICIA Leadership Team, and the entire association members.

Looking ahead, we are strategically positioned for further growth, particularly in our lab services. Ongoing investments in technology and enhanced operational efficiencies will allow us to provide even greater value and innovation in the year ahead. These advancements will not only strengthen our competitive position but also ensure that we remain at the forefront of industry trends, meeting the evolving needs of our members. As we prepare for our upcoming annual conference, I'm excited to announce that our central theme will focus on AI and Productivity. Artificial intelligence can rapidly transform our industry, creating new opportunities to enhance efficiency, accuracy, and decision-making. This year's sessions will explore how AI-driven solutions can drive long-term success for your business. We look forward to engaging discussions and valuable insights that will help us all stay ahead in an evolving landscape. I wish everyone a safe 2025 planting season!

MEMBER FOCUS



The month of April brings more than just spring for Hubner Industries; it marks another opportunity to plant a fresh seed crop and meet the growing demands of their customers for the 2025 season. The Hubner commitment and focus on excellence in all aspects of the seed supply chain has contributed to a surge in customer demand, fueling significant growth and leading to four major expansions.

Hubner Industries added to their warehouse capacity in Rossville, IL, and acquired the Central Illinois Production (CIP) location in Fairmount, IL. The acquisition not only provided a valuable new facility but also brought on an exceptional team of employees and growers. It expanded Hubner's reach, allowing production diversification in one of the most fertile farming regions in the country. Hubner Industries also ramped up their service offerings by adding foundation seed and pilot hybrid production capacity – an essential step to meeting increasing customer demands. The final area of growth included the adoption of innovative technologies like SeedTrax, a comprehensive seed management platform, along with adding high-speed planters and CoverCress production.

These strategic expansions have positioned Hubner Industries to be more prepared than ever to serve the demand of customers and continue growing together in the years ahead.

Mark your Calendar

June 6-12

AOSA/SCST Annual Meeting, Missoula, MT

June 8-11

ASTA Leadership Summit, Washington DC

June 15-19

AOSCA Annual Meeting, Overland Park, KS

August 15

ICIA Member Appreciation and 125th Celebration Open House, Lafayette, IN

October 27-30

WSA Meeting, Kansas City, MO

November 12-13

Corn Belt Seed & Grain Conference, Indianapolis, IN

December 9-12

ASTA Field Crop Seed Convention, Orlando

January 12-15

IPSA 37th Annual Conference, Indianapolis, IN

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SEEDS OF CHANGE

Craig Nelson, ICIA CEO



As the weather begins to get warmer, when spring seems just around the corner, I inevitably begin to think about the upcoming planting season. Planting is one of my most favorite activities over the entire year. Everything seems possible when you plant that first seed in the ground, the emergence from the soil, the growth that will occur during the beginning of the season, the development of the plants' reproductive structures and ultimately harvesting a bountiful yield just builds excitement and expectations. I have some of these same feelings as I consider what is happening at ICIA right now.

We started our fiscal year back in May of 2024, we emerged out of a period of dormancy, the summer months were filled with growth and development in both the field and the labs and then hit the fall at full capacity with an energized staff. We are finishing off a highly successful year filled with field certifications, germination tests and genetic assays. Now as we are preparing to close one chapter, we are budgeting for the new fiscal year and planning for a new season of growth and successes that we are confident can surpass last year's achievements. I want to wish you all a safe, productive, and enjoyable spring.

ICIA Announces Exciting New

CONFERENCE EXPERIENCE



A fresh look and new venue are evolving for ICIA's annual conference in 2025! This year we are unveiling a new conference name and design to reflect ICIA's commitment to remain at the forefront of providing an exceptional educational and networking event -and- relocating to a brand-new venue that will elevate the attendee's experience! We have reimagined our conference identity, along with a new logo and theme to better reflect the innovation, growth, and forward-thinking of the agricultural industry.

ICIA is excited to host the Corn Belt Seed & Grain Conference (formerly Corn Belt Seed Conference) November 12-13, 2025 at the brand new Tallison Hotel in Carmel, Indiana. The Tallison draws its inspiration from world renowned architect, Frank Lloyd Wright in creating a dynamic and engaging space where nature and architecture converge with modern amenities. This new location offers a perfect setting for collaboration, learning, and exceptional service to make the most of your meeting experience! The conference planning committee is working to build a diverse lineup of sessions, panels, and speakers, with event registration opening early summer! Stay tuned for more updates and get ready for a conference experience you will not want to miss!

DID YOU KNOW?

In 2024, Indiana Crop conducted tests on over 450 unique seed species, ranging from Adzuki beans to Zucchini, pushing the boundaries of agricultural innovation. Our commitment to excellence shines through in every aspect—whether it's ensuring that we provide highly accurate results, delivering data on time, or offering top-notch customer service. We're constantly adapting to the ever-changing needs of the industry while expanding our testing capabilities to meet the needs of our members.