



# Iowa Seed News

ISO 9001:2000 Certified  
A publication of the Iowa Crop Improvement Association

## ICIA Awards Scholarships

Iowa Crop Improvement Association recognized five Iowa State University students as scholarship recipients at its annual meeting on February 11, 2009. Adam Bierbaum (Griswold), Grace Lockard (Oelwein), Matthew Vandehaar (Altoona) and Keaton Krueger (Crawfordsville) each received a \$1000 scholarship from the association. Katherine Frels (Guthrie Center) was awarded the \$1000 seed science scholarship.

To qualify for an ICIA scholarship, students must be an agronomy major and show an active interest in the seed industry. The seed science scholarship is awarded to a student that also has a secondary major in seed science. Congratulations to all of this year's recipients!



Left to right: Dr. Mary Wiedenhoft, Adam Bierbaum, Keaton Krueger, Grace Lockard, Matthew Vandehaar and Katherine Frels.



Left to right: Coach - Dr. Russ Mullen, Chuck Hrubes (Britt), Ryan Van Roekel (Pella), Correy Rahn (Mount Carroll, IL), Will Cornelius (Bellevue) and Emma Flemmig (Glidden). Not pictured: Coach - Dr. Gina McAndrews.

## ICIA Recognizes ISU Crops Team

Iowa Crop Improvement Association recently recognized the members of the 2009 Iowa State University Crops Team at the association's annual meeting. Coach Russ Mullen introduced each team member and ICIA President Lee Huey presented them with a certificate.

The crops contest consists of a series of written, problem-solving and identification exams. The team is sponsored by the Iowa Crop Improvement Association.

## Moving Forward From Good to Great in the Seed Industry February 11, 2009



ICIA is doing their part to move from good to great in the seed industry. That was the theme for this year's annual meeting held at the Scheman Building in Ames.

The afternoon began with a welcome from Dean Wendy Wintersteen. President Lee Huey called the business meeting to order, during the business meeting Executive Director Jim Rouse announced that Norm Chambers of Fairview Farms Inc. and Lee Huey of Lee Huey Company were elected to serve a three year term on the Board of Directors. Following a brief business meeting the attendees enjoyed several very informative presentations.

Dr. Kendall Lamkey started off the presentations with "The Story of Agronomy" and was followed by Dr. Joe Colletti discussing "BioCentury Research Center." Dr. Emily Heaton finished up the speaker sessions by giving a presentation on "Dedicated Biomass Crops in Iowa."

During the meal, the association recognized the efforts of the Iowa State University Crops Team as well as the 2009 ICIA Scholarship recipients.

## Keeping Customer Service as our Priority

Eileen Wuebker

Recently our staff held a meeting where we reviewed the current status of our business as part of our ISO 9001:2000 certification. This includes items such as responding to customer feedback, remedying nonconforming products, making continual improvements to our system and implementing corrective actions. As we enter into these and other meetings with our members I am continually reminded how important it is that we always keep customer service as a priority.

The mission of Iowa Crop Improvement Association is to provide an unbiased source of service and education in production and quality assurance for Iowa agricultural crops. Our membership includes farmers, seed producers and others interested in crop improvement. Our staff of eight focuses daily on meeting customers' needs in seed, grain and other product certification, including certificates, labels, field inspections, and other services. We strive to maintain the careful balance between meeting all the necessary requirements for certification of these products while still keeping prompt delivery of quality service to our members.

While we may think we do a great job on the average day, the real key is what our membership and the agricultural industry are thinking. We strive to listen to our members by conducting customer surveys, hosting an annual meeting, holding committee meetings, and documenting customer feedback. We strive to stay in tune with changes in the industry by attending and participating in a variety of meetings and activities. We strive to customize our services to meet the needs of each member. We have staff meetings to discuss the issues at hand and try to deal with them in a manner that best benefits our members.

The real question, however, is whether we really are listening to what our customers are asking for and then responding to these needs? I think our

association staff would answer "Yes, we are doing this." As a member of the seed industry the question to you is "Do you think ICIA is serving your needs?" Regardless of your answer we ask that you share it with us. You could do this by calling our office and visiting with anyone of our staff. You can also do this by contacting any member of our Board of Directors, listed on page 6 of this newsletter.

## Certification Update

Eileen Wuebker



As the field inspection season nears I would like to update you on some of the changes we see for the coming season. An update to the Iowa Seed Certification Requirements Handbook and the Iowa Approved Conditioners Handbook to reflect these changes will be distributed soon. As you read through these items please be sure to contact our office with any questions or concerns that you may have.

**Foundation and hybrid corn inspection** – The standards have been updated to reflect changes made on a national level. The primary change is in regard to fields that do not meet certification standards following field inspection. The revision allows for the use of molecular marker testing at the discretion of the association to determine if the seed harvested from this field meets standards.

**Soybean field inspection** – All foundation seed production fields will require a flower inspection in addition to the preharvest inspection. The association began phasing in this requirement in 2008 with full implementation planned for this season.

**Weed Seed Free Forage and Mulch** – There are signals that the demand for certified mulch is increasing in the state. The Iowa DOT has begun specifying certified mulch in their road construction and seeding bids. Several of the growers from last season have indicated their satisfaction in the program and their plans to increase their acreage in 2009.

## Seed Testing Update

Michael Stahr

After a winter that was made long as much by the poor economy as by the cold and snow, we hope that spring will bring favorable weather for getting crops in and also a turnaround in finances worldwide. It is natural in tough times to save money where possible. But it may be prudent to spend more if that extra money purchases a higher quality product. Seed quality and vigor have been exceptional this testing season. Most seed companies should have much to offer for quality, traits, and other options. Testing seed vigor is an important tool in determining potential emergence, field stand and yield potential. Vigor data isn't available from the label, but farmers may ask seed dealers for this information. All seed companies have standards that must be met before seed is offered for sale. The majority of corn samples received at the ISU Seed Lab is tested using the Iowa (tray) cold test. Our field studies have shown that the Iowa cold test compares better with field emergence than the saturated cold test, except in severe conditions. The most popular vigor test for soybeans is the AA test. We recommend the AA test because soybean seed with low moisture content can have problems in the cold test due to the rapid uptake of cold water. Moisture is gradually increased in the aging portion of the AA test. Please contact us with any questions about options for determining seed vigor.

Another sign of spring is that the ISU Seed Science Center is advertising a full slate of spring and summer workshops. Last year was our best year ever for attendance at seed quality and conditioning workshops. Tight travel budgets might make it more difficult to attend, but what is offered definitely makes participation worthwhile. All workshops include hands-on training and materials to take home as well as lectures by Iowa State and industry professionals. The final advantage is the opportunity to network with others who work daily in conditioning or testing seed.

Visit [www.seeds.iastate.edu/seedtest/training/](http://www.seeds.iastate.edu/seedtest/training/) for more information on available workshops or refer to the upcoming workshop list on page 5 of this newsletter.

Please contact us about your testing needs or questions by calling 515-294-6826 or e-mailing [seedlab@iastate.edu](mailto:seedlab@iastate.edu). We consider customer service to be every bit as important as accurate and timely results. Best wishes for a successful production season!!

## Field Inspectors Wanted

Doan Schmitz



ICIA is now accepting employment applications for the summer and fall inspection season. The summer season runs from about June 15<sup>th</sup> through August 5<sup>th</sup> while the fall season runs from August 22<sup>nd</sup> through October 1<sup>st</sup>. We are looking for individuals who have attention to detail, enjoy walking fields, and the willingness to work outside in all kinds of weather. Crop experience is not necessary. If you can communicate, follow direction, and finish work in a timely manner, this job is for you. Inspectors are paid an hourly wage plus mileage. The inspection area is within a radius of 50 miles of the inspector's home.

This year we have positions open in the following areas: Ames, Iowa City/Cedar Rapids, Grundy Center and Hampton. As the season progresses we may have openings in other areas of the state.

Applications can be found on our web site [www.agron.iastate.edu/icia](http://www.agron.iastate.edu/icia) under "Part-time Employment Opportunities". Please contact me by May 1<sup>st</sup> for summer employment and August 1<sup>st</sup> for fall employment at 515-294-6268 or by email at [doan@iastate.edu](mailto:doan@iastate.edu) if you are interested in this opportunity.

## IOWA CROP PERFORMANCE TESTS—CORN CELEBRATES 90 YEARS

This year the Iowa Crop Performance Tests—Corn is celebrating 90 seasons of continuous testing. The trials were started by Henry A. Wallace in 1920 and are currently managed by Jim Rouse, Executive Director of the Iowa Crop Improvement Association at Iowa State University.

“The program has succeeded because of farmers in Iowa and their use of the performance data, and the many seed companies (past and present) that participate in the trials. Without the trust and support of both of these groups the program could not have reached such a milestone,” Rouse said.

The tests are conducted yearly at 24 locations across Iowa to provide information to farmers and help them select the best hybrids for their production needs.

During the upcoming year there will be articles and photos highlighting the history of the program.

The nonprofit Iowa Crop Improvement Association offers unbiased, third-party information to Iowa growers on the adaptation and performance of hybrids and varieties of corn and soybeans. All testing information, including the latest results, is available at [www.croptesting.iastate.edu](http://www.croptesting.iastate.edu).



*Celebrating  
90 years  
of helping  
Iowa farmers.*

## Quality Seed Doesn't Cost ...It Pays

### Upcoming Workshops at the Seed Science Center

- April 20-23 Purity Short Course
- April 27-30 Germination Short Course
- June 3-4 Color Sorting-Sortex
- June 10-11 Color Sorting- Satake
- June 15-18 Commercial Seed Corn Conditioning
- June 24-25 Seed Treatment
- July 7-9 Soybean & Small Grain Conditioning

For a full list of workshops and more information visit [www.seeds.iastate.edu/seedtest/training/](http://www.seeds.iastate.edu/seedtest/training/)

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Iowa Crop Improvement Association  
4611 Mortensen Rd., Suite 101  
Ames, Iowa 50014-6228  
Telephone: 515-294-6921  
Fax: 515-294-1897  
E-mail: [iowacrop@iastate.edu](mailto:iowacrop@iastate.edu)  
Website: [www.agron.iastate.edu/icia/](http://www.agron.iastate.edu/icia/)

President.....Lee Huey  
Vice President.....Scott Saienga  
Editor.....Jessica Vogel

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## Welcome aBOARD

Join us in welcoming Norm Chambers who was newly elected and Lee Huey who was re-elected to the Board of Directors of Iowa Crop Improvement Association at the annual meeting. Norm is President of Fairview Farms Inc., Corwith and Lee is President of Lee Huey Company, Ames.

### Board Members:

President – Lee Huey, Lee Huey Company, 515-268-9568

Vice-President – Scott Saienga, MBS Genetics LLC, 515-733-5274

Chad Allen, Allendan Seed, 515-462-1241

Norm Chambers, Fairview Farms Inc., 515-583-2198

Tim Dillon, Consolidated Grain & Barge, 563-425-3361

Kendall Lamkey, Iowa State University, 515-294-1360

Manjit Misra, Iowa State University, 515-294-8810

Robin Pruisner, Iowa Department of Agriculture & Land Stewardship, 515-725-1470

Ron Secrist, Dairyland Seed Company, 515-233-9610

Wendy Wintersteen, Iowa State University, 515-294-2518



## First the Seed Foundation Donation

The Iowa Crop Improvement Association (ICIA) Board of Directors voted to make a donation to the First the Seed Foundation a new \$2 million fundraising initiative of the American Seed Trade Association at their board meeting held in February. The donation will consider ICIA a “Founding Contributor” to help communicate the value of seed to agriculture in education to high school students, college students, elementary students, and communities.

First the Seed Foundation’s mission is to conduct education, outreach and communication on the value of crops and food produced from seeds. Through the development of public education, media tools, and economic research First the Seed Foundation will educate the general public and attract the best and brightest minds to agricultural fields of study.

The Foundation considers the education of today’s youth one of its highest priorities; therefore, it strives to:

- Teach the students, communities and consumers of the United States and abroad the impact that seed-derived products have on their daily lives.
- Provide improved economic research to illustrate the value and importance of the seed industry to its consumers and the agricultural community.
- Increase the awareness among American consumers and students of the science that the seed industry is evolving and the changing needs in agricultural education programs today in plant breeding, genetics and seed science must be met if we are to keep pace with the new global demands.
- Create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

For more information about First the Seed Foundation visit [www.amseed.com](http://www.amseed.com).

## Annual Report to Members

(As first printed in the annual meeting program)

To our Members:

It is my pleasure to welcome you to our annual meeting! Iowa Crop Improvement Association is a healthy and dynamic organization due the quality of its members. 2008 was another very good year for ICIA, and I appreciate this opportunity to present a recap of the highlights of the past year.

We are very fortunate to be in the position we are in, and even more fortunate to be able to support other projects. The ICIA Board of Directors continues to show a commitment to education and investment in our future seed industry personnel. Last year we made a \$500,000 gift to Campaign Iowa State—a multi-year, \$800 million fund-raising effort. Twenty percent of the donation will be used for renovations to Curtiss Hall—the campus home of the College of Agriculture and Life Sciences (CALs). The remainder will be used for scholarships for a variety of students within CALs. In addition to this, ICIA continues to provide annual, \$1,000 scholarships to five deserving students pursuing degrees in Agronomy or Seed Science.

ICIA has played an active role in several multi-state projects via the Association of Official Seed Certifying Agencies (AOSCA), continuing with two quality assurance and auditing projects initiated in 2006. For one of those projects, in 2008 ICIA was selected to provide a leadership role in coordinating the efforts to audit and inspect production fields of LibertyLink® (LL) soybeans and to consolidate the information provided to AOSCA. The project spanned 12 states and included 3,500 acres of LL soybeans in Iowa. These projects will likely carry on in 2009, and we continue our search for additional ways to serve the seed industry.

ICIA continues to make service and management advances through our ISO 9001 process. ISO guidelines are used to help clearly identify and document all of our processes. This documentation allows for easy recognition of possible problems or inefficiencies, and ICIA has made several adjustments to help office operations proceed more smoothly. The ISO certification demonstrates our commitment to our members to provide quality services and continual improvement.

After serving a year as Interim Director, Jim Rouse was officially pegged in July as our Executive Director. He has been project leader for the association's corn and soybean Iowa Crop Performance Tests since 2005, and will continue in that role as well.

Eileen Wuebker was the Chairperson of a committee charged with evaluating and updating the AOSCA corn standards. The result was a rather substantial clarification of, and revision to, the standards. A major addition to the standards allows for biochemical methods for seed purity testing. These revisions were initiated by our own ICIA Committee to Recommend Certification Requirements for Corn and Sorghum. It was a giant step towards ensuring our standards reflect the most up-to-date techniques in the seed industry, and showed our ability to respond to the needs of our members.

I have enjoyed serving as your President this past year. I want to thank the membership and staff of Iowa Crop Improvement Association for their support. I also want to thank the Board of Directors for their participation and guidance. I wish the officers and directors success this coming year and I stand ready to help if needed.

Sincerely,

Lee Huey

President, Iowa Crop Improvement Association

Iowa Crop Improvement Association  
4611 Mortensen Road, Suite 101  
Ames, Iowa 50014

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### Dates to Remember

April

- 15 Early application date for reapplication of native species fields  
AND for native species fields planted by March 31
- 30 Native Plant Propagation Workshop, Cedar Falls, IA

May

- 15 Early application date for field inspection of small grains

June

- 1 Early application date for field inspection of corn
- 1 Early application date for field inspection of herbicide tolerant soybean
- 1 Early application date for flower inspection of soybean
- 11 Invasive Species Field Day, Toddville, IA
- 15 Early application date for certification of native species fields established between April 1 and May 31
- 20-24 126th Annual American Seed Trade Association Convention, Scottsdale, Arizona
- 25 Iowa Seed Association Golf Tournament, Coldwater Golf Links, Ames, Iowa