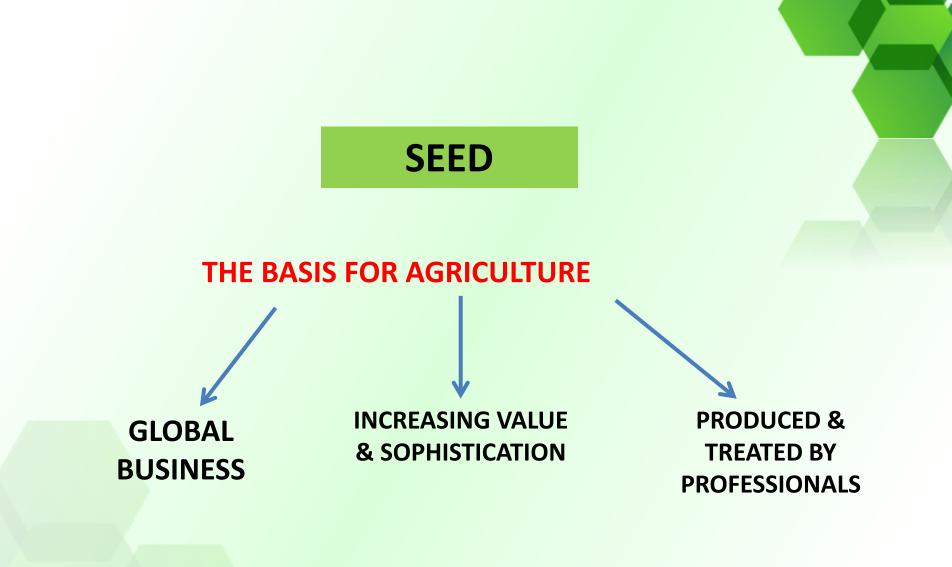


Introduction

The Role of Seed Treatment Technologies in Breaking Yield Barriers

David Jackson





Seed Treatment Technology

- Seed-applied technology is an essential input to optimise the potential of seed
- Seed is an ideal delivery platform for traditional & new technologies which can promote season-long plant health
- Seed genetics and seed-applied technology work together to break the yield barriers in a wide range of crops

The Seed Treatment Market

- Seed treatment is the fastest-growing strategic input in crop protection and crop management
 - Estimates forecast \$2.8billion in 2014
 - And rising to \$4.5billion by 2018

Seed Treatment Products

- Contact fungicides & insecticides
- Systemic fungicides & insecticides
- Biological products for disease & pest control
- Biological products which enhance plant health & nutrient status and stimulate natural defence systems
- Products which trigger & optimise some of the above
- Addition of color, shape, size and dust control

Why the Growth?

- Better appreciation of added value of seed treatments for all stakeholders
- More treated units of more crops
- More "active ingredients" are available
 - Mixed in RTU co-formulations
 - Separate products delivered by co-application
 - Sequential applications
 - All depending on market structure, products & seed type

Further Evolution

- Synthetic chemistry will remain, but....
- "New" seed-applied technology is developing rapidly
- Traditional chemistry has had a long history and is well-understood
- The "new" technology is less well understood
 Just arriving in the professional seed markets
 New & complex modes of action

Benefits of New Technology

- Novelty with proven performance
- Good integration with synthetic chemistry
 - "New" technology will not replace chemistry but will stack with it and complement it
- Both are important for sustainable crop management
 - With more work needed to understand integration of different products with new modes of action

So, Welcome again...

- We believe that this period of evolution and transition in seed-applied technology is perfect timing for our Symposium
- Our objectives are to:
 - Refresh our knowledge of existing chemistry
 - Introduce leading examples of "new" technology
 - Discuss future trends and needs



Panel Discussion

Seed Treatment Technologies Now and in the Future

Bill Hairston



Dair McDuffee





Panel Discussion

Seed Treatment Technologies Now and in the Future

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Dair McDuffee





Keynote Speaker

Value of Balanced Nutrition Starts with the Seed

Dr. Ismail Cakmak

. Sabancı . Universitesı



Feed the Seed

Seed as a Carrier for Nutrition

Catherine White WinFIELD



The New Technologies

Dr. Gary Harman





Bioinducer: A New Approach in Plant-microorganism Communication

Gustavo Gonzalez Anta





The Role of Biopesticides as Seed Treatments

Dr. Phyllis Himmel



• Insert poster here





Load the Seed

Loading the Seed for Performance

Bob Legro





Stewardship

Seed Industry Stewardship

Andy LaVigne







Seed Treatment Technologies, A World of Opportunity

Richard Shaw

 AGRiTHORiTY

 Science without Borders



Conclusion



David Jackson





Join us at the Networking Reception in Crystal Ballroom C