



Introduction

The Role of Seed Treatment Technologies in Breaking Yield Barriers

David Jackson



SEED

THE BASIS FOR AGRICULTURE

**GLOBAL
BUSINESS**

**INCREASING VALUE
& SOPHISTICATION**

**PRODUCED &
TREATED BY
PROFESSIONALS**

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



Bayer CropScience

Dair McDuffee





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Keynote Speaker

Value of Balanced Nutrition Starts with the Seed

Dr. Ismail Cakmak

Sabancı
Universitesi



Feed the Seed

***Seed as a Carrier
for Nutrition***

Catherine White

WINFIELDTM
SOLUTIONS



Stimulate the Seed

The New Technologies

Dr. Gary Harman





Stimulate the Seed

Bioinducer: A New Approach in Plant-microorganism Communication

Gustavo Gonzalez Anta



RIZOBACTER
ARGENTINA S.A.
Microbiología agrícola



Stimulate the Seed

The Role of Biopesticides as Seed Treatments

Dr. Phyllis Himmel



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Load the Seed

Loading the Seed for Performance

Bob Legro



incotec



Stewardship

Seed Industry Stewardship

Andy LaVigne





Stimulate the Seed

Seed Treatment Technologies, A World of Opportunity

Richard Shaw





Conclusion

Summary

David Jackson





***Join us at the
Networking Reception
in Crystal Ballroom C***