



Stewardship

Seed Industry Stewardship

Andy LaVigne



Sarah McLallen



CLF Report on Seed Treatment a Tool for Advocacy and Education

Sarah McLallen

CropLife Foundation

December 9, 2013

Who?



Where?

Target your message geographically






What?

Seed Protection
Makes All the
Difference




Why?

A tale of two seeds



Targeted use of materials
Minimal exposure
Low environmental impact
Protection, seeds are expensive
Robust seedlings
Increased yield
Improved crop health



Shortages
Economic Impact
No or low yield
Pests await next season
Pests spread from field to field

The Role of Seed Treatment in Modern U.S. Crop Production: A Review of Benefits

CropLife Foundation (CLF) presents the benefits of seed treatment in the U.S. to demonstrate its value to modern agriculture.

Executive Summary

Farmers must meet an array of demands and challenges every day: growing crops that have minimal disease and insect damage, protecting the environment, and providing food for communities across the globe. In modern U.S. agriculture, farmers pursue continuous improvement through new technologies that help them face these obstacles in a sustainable way. This includes the responsible use of crop protection products (insecticides, herbicides and fungicides), applied directly both to crops and to seeds.

Seed treatment specifically refers to the coating of chemical products and/or biological organisms onto the crop seed prior to planting, in order to suppress, control or repel pathogens, insects and other pests that attack seeds, seedlings and plants. Seed treatment offers an increasingly precise mode of applying products in the field, and provides a high level of protection against insects and disease, while reducing exposure to humans and the environment.

Some of the benefits of seed treatment include:

- | | |
|--|--|
| <p>Grower benefits</p> <ul style="list-style-type: none"> • Seed treatments contribute to earlier and faster planting, higher plant populations and higher | <p>Healthier crops</p> <ul style="list-style-type: none"> • Seed treatment offers an effective method of protecting seed from pathogens, insects and |
|--|--|



HOW?



asta American Seed Trade Association

- 
Blog
- 
Login
- 
Subscribe to Seed E-News
- 
Contact
- 
Got Questions?

- [HOME](#)
- [ABOUT ASTA](#)
- [MEMBERS SERVICES](#)
- [ISSUES/ADVOCACY](#)
- [EVENTS](#)
- [EDUCATION](#)
- [MEDIA CENTER](#)
- [RESOURCES](#)

CROPLIFE
STEWARDSHIPFIRST™

who we are contact   

- COMMITMENT
- ACTION
- IMPACT

The Role of Seed Treatment in Modern US Crop Production

Free Download

www.croplifeamerica.org

Sarah McLallen

mclallen@croplifefoundation.org

202-872-3885



Stewardship

Seed Industry Stewardship

Andy LaVigne





The Guide to

Seed Treatment

Stewardship



Background

- ASTA planned to develop a program to reflect industry changes – seed treatment adoption
- Complementary to ASTA's Guide to Seed Quality Management Practices
- Pollinator and abraded dust issues in Europe prompted call to action
- ASTA/CLA collaborate on seed treatment stewardship practices



Background

- Developed by ASTA Stewardship Comm, Seed Treatment Environ Comm & CLA Seed Treatment WG
- US focused - introduce to groups in other regions for replication
- Touch all aspects of Seed Applied Tech.
- Ensure bee/pollinator health addressed
- Stewardship practices across crops and treatment segments



The Guide to

Seed Treatment

Stewardship



How can I protect my treated seeds?

What environmental factors should I consider when planting treated seed?

Am I following state and federal regulations for treated seed?

What should I do with unused treated seed?

How do I store treated seeds safely?

www.seed-treatment-guide.com



The Guide: Contents

- Overview of Seed Treatment
- Definition of Seed Treatment
- Section 1: Use of Seed Treatment Products, and Safe Handling, and Transport of Treated Seeds
- Section 2: Environmental Stewardship
- Section 3: Selection of Treatment Product
- Section 4: Commercial Application of Seed Applied Technology
- Section 5: Treated Seed Labeling
- Section 6: Storage of Seed Treatment Products and Treated Seeds
- Section 7: Planting of Commercially Treated Seed
- External Resources – Acronyms - Glossary



Communication and Outreach

- Website: <http://seed-treatment-guide.com>
- 3rd Party Resources on Website
- Targeted videos
- Customizable brochures
- Traditional and Social Media Outreach
- Talks at corn/soybean/cotton/AFBF state grower meetings/nat'l events
- Curriculum for Pesticide Safety Educators

