



Seed Industry Stewardship

Andy LaVigne



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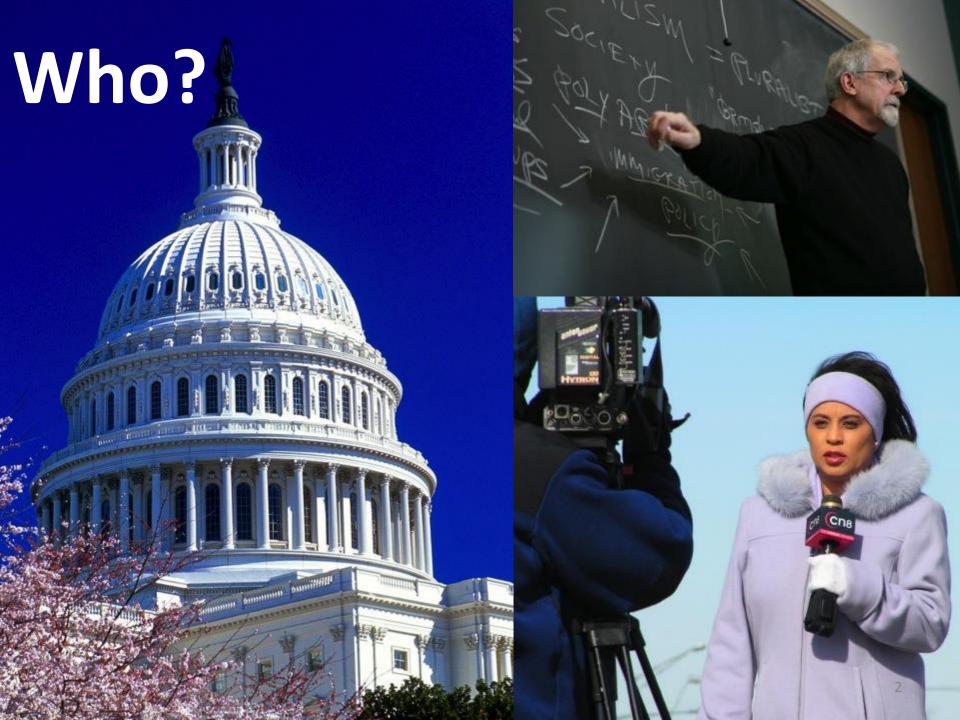


CLF Report on Seed Treatment a Tool for Advocacy and Education

Sarah McLallen

CropLife Foundation

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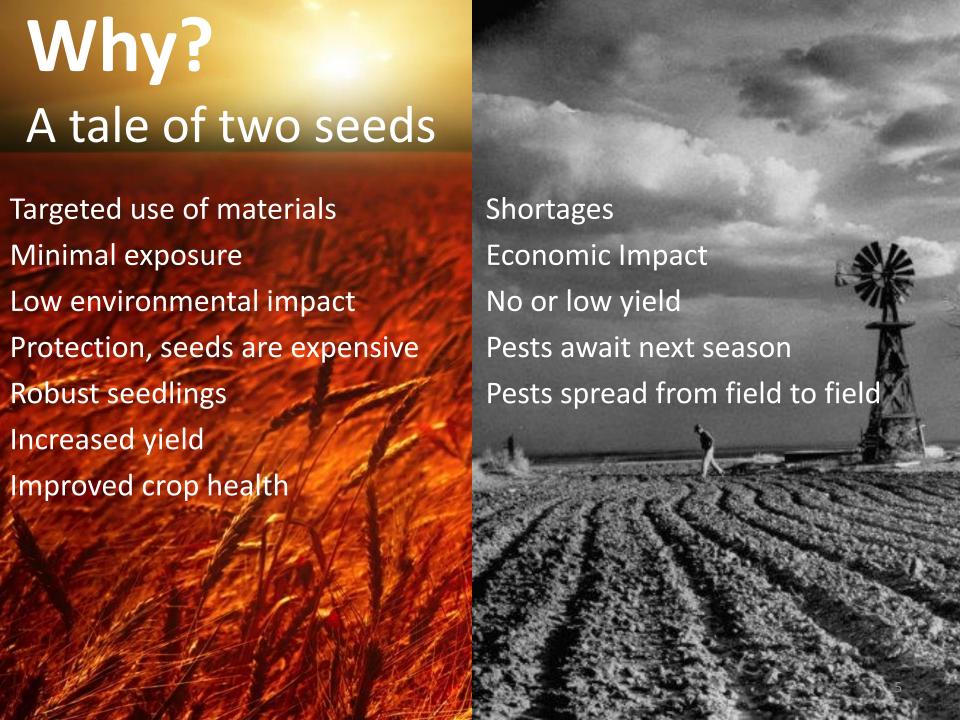


Where?

Target your message geographically







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

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:

Grower benefits

. Seed treatments contribute to earlier and faster planting, higher plant populations and higher

Healthier crops

Seed treatment offers an effective method of protecting seed from pathogens, insects and

HOW?



























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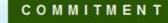


who we are contact





IMPACT



The Role of Seed Treatment in Modern US Crop Production

Free Download www.croplifeamerica.org

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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

Seed

Stewardship

 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: 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