

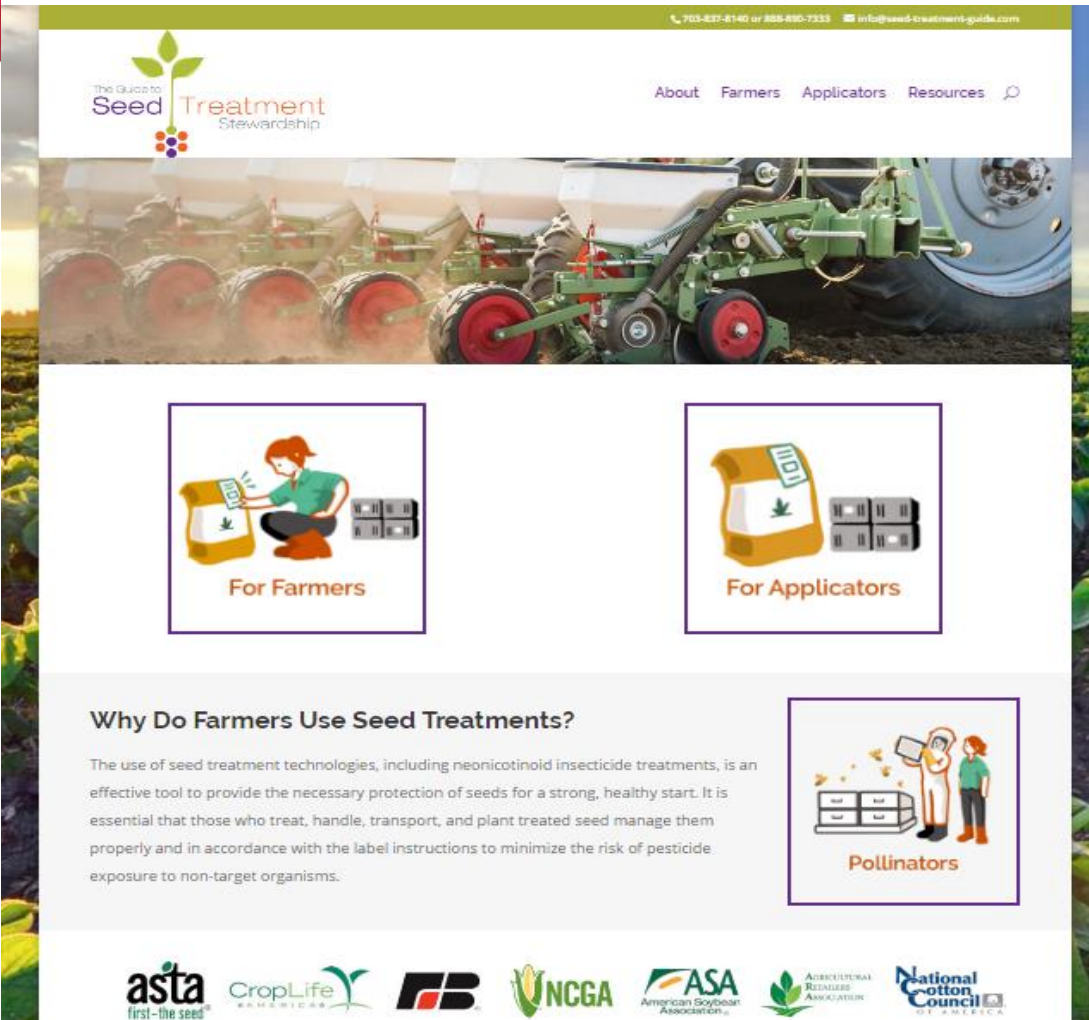
SAA Congress 2017

Seed Applied Technologies in the U.S.

Andrew LaVigne

ASTA President & CEO

Guide to Seed Treatment Stewardship



Relaunch:

- I. Repackaging info
- II. Co-Messaging
- III. Graphic Social Push

<http://seed-treatment-guide.com/>

Seed Treatment Stewardship

Follow the Basic 5



Follow Directions

Follow directions on treated seed container labeling for handling, storage, planting and disposal practices.



Eliminate Weeds

Eliminate flowering plants and weeds in and around the field prior to planting.



Minimize Dust

Use advanced seed flow lubricants that minimize dust.



BeeAware

At planting, be aware of honey bees and hives located near the field, and communicate with beekeepers when possible.



Clean and Remove

Completely remove all treated seed left in containers and equipment used to handle harvested grain, and dispose of it properly. Keep all treated seed out of the commodity grain channels.

Social Media
Hashtag
#Plant17

Public Service
Announcements

Seed Treatment Communications within ASTA

- Develop more proactive communications
- Rapid response for studies and news items
- Distribute talking points and FAQ's

Planter Demo Day

- ASTA, Association of Equipment Manufacturers, and National Corn Growers Association
- Over 40 officials from the US Department of Agriculture and US Environmental Protection Agency's Office of Pesticide Programs

Planter Demo Day

- Hands-on presentations & product demonstrations:
 - seed treatments
 - planting practices
 - equipment innovations
- Focus on link between innovation & sustainability

Planter Demo Day – Social Media

YouTube Video



American Seed (ASTA) @Better_Seed · May 9

Highlights from our planting demo day w/AEM, NCGA showcasing how ag innovation contributes to sustainable farming



AEM Hosts Officials for Planter Demo Day

EPA Update

- Treated Article Exemption
 - ▶ Anderson v. EPA Lawsuit on Treated Seed - EPA won
 - ▶ Plaintiffs have filed a petition with EPA to regulate treated seed
- Neonic Reviews: Bee Risk Assessment
 - Imidacloprid, Clothianidin and Thiamethoxam

EPA Update

- ▶ Chlorpyrifos
- ▶ Pyrethroids

2017 Neonic-Related State Legislation

Bills introduced (counts)

- ▶ Pollinator - 80 (most in HI, IL, MA, MD, MN[16], NJ, NY[13], OH, OR)
 - ▶ Neonic - 22 (most in HI, IL, MA, MD, MN, NJ, OR)
 - ▶ Bees - 317 (most in FL, HI, NJ, NY, TX, WA)
-
- ▶ No problematic bills have passed but more activity expected in next legislative sessions



Thank you!!

Questions & Answers