

2017 SAA CONGRESS

Plant Breeding Tool Box

US Communications Activities

Andrew LaVigne
ASTA President & CEO



Forget GMOs. The next big battle is over genetically 'edited' foods – Washington Post, June 13, 2017



Better Seed, Better Life: Cornerstone Video



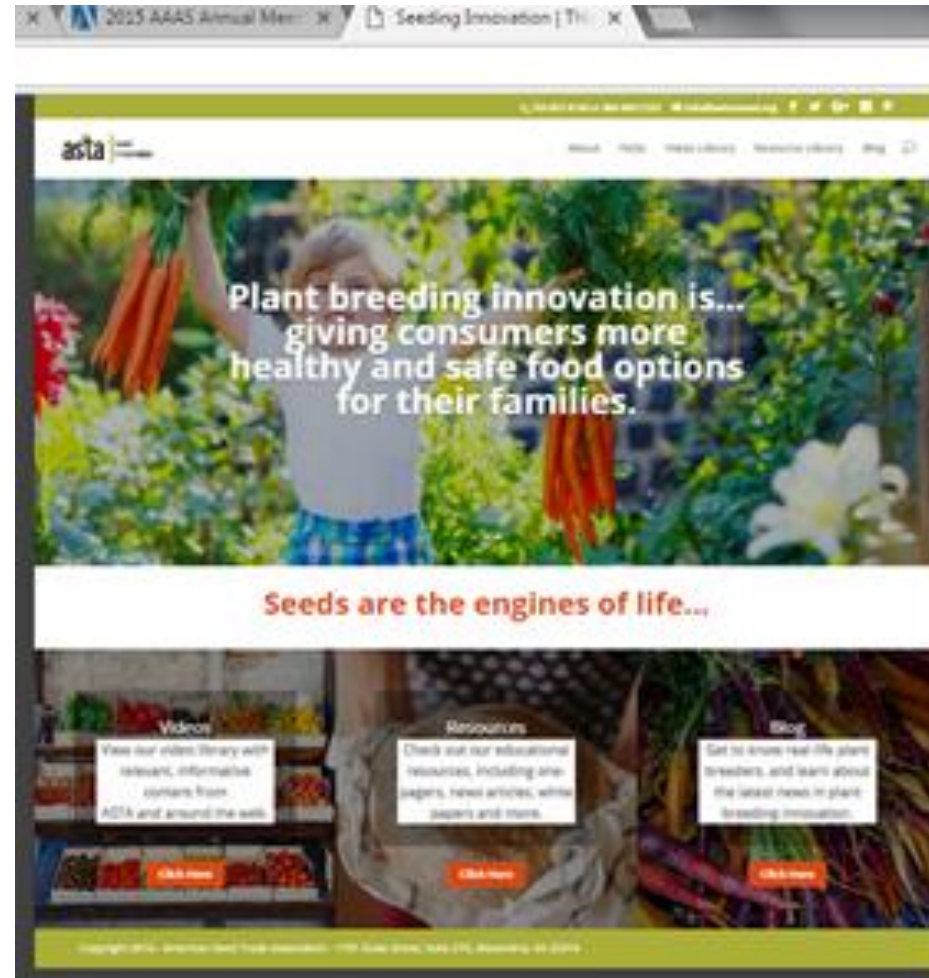
Mom, Gardener, Plant Breeder



PBI Microsite



www.seedinginnovation.org



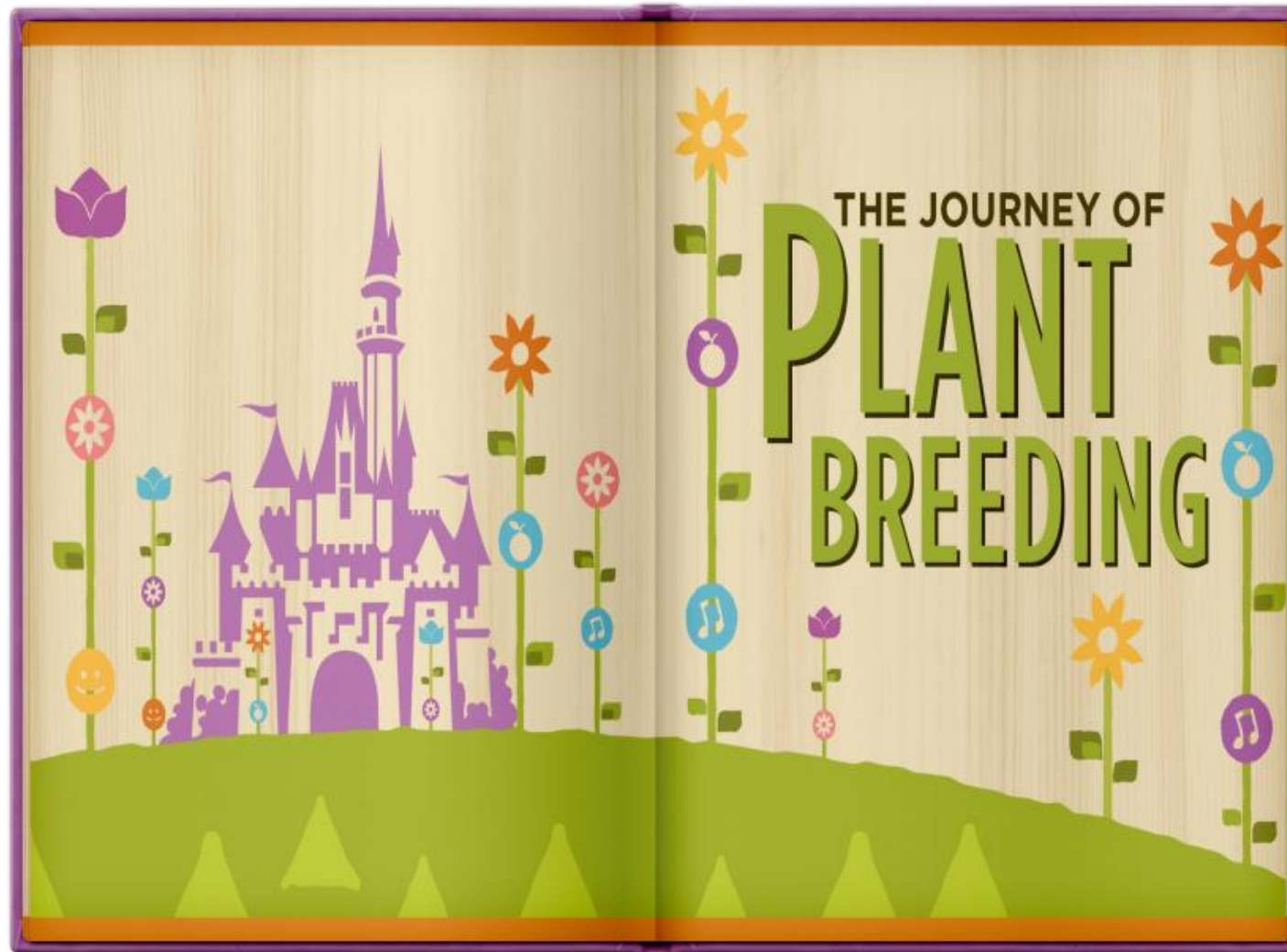
Spring Social Media Blitz

#JustGrowIt

- Gardening
 - Kids
 - Urban Gardening
- your own food
 - Recipes
 - Food choices
- your knowledge
 - Plants
 - Food origins
 - Agricultural programs (education)



EPCOT Flower & Garden Festival



The background of the entire graphic is a photograph of a person's hands holding an open map. The map is spread out, showing various streets and geographical features in different colors. The hands are visible at the bottom and right edges of the frame, holding the map's edges. The overall image has a slightly blurred, artistic quality.

BETTER SEED, BETTER LIFE STUDENT VIDEO CONTEST

DUE DATE

08.31.2017

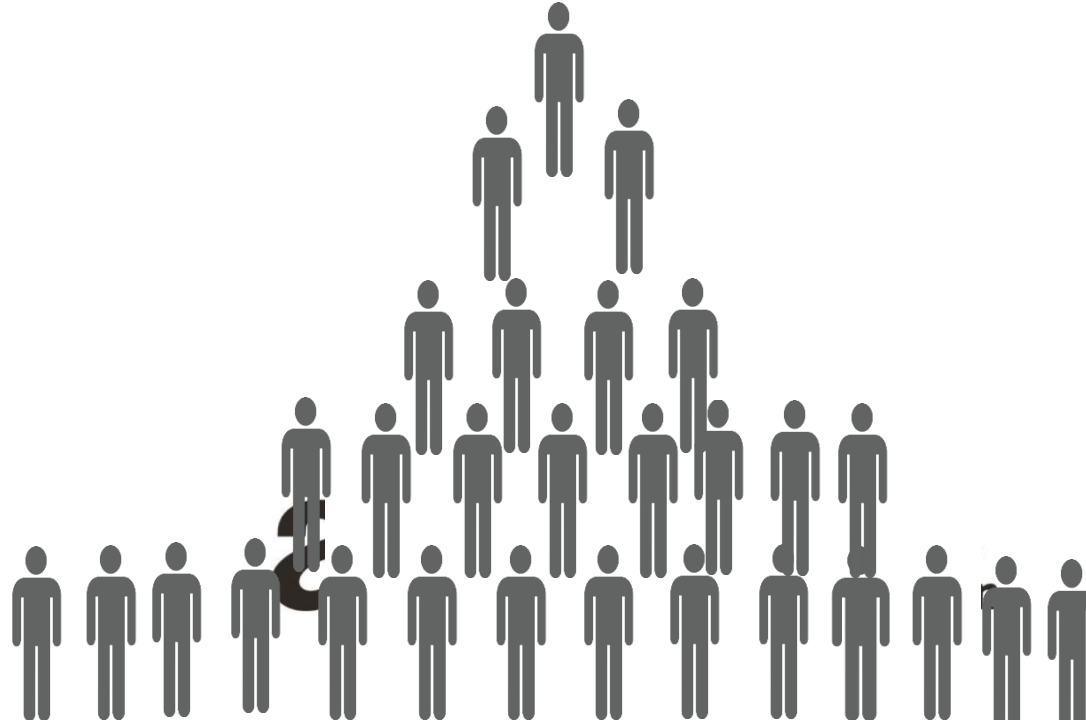
Media Tour & Video Series

- Focus on engaging with bloggers
- Generating online coverage
- Video content to be used post event



Multiplier Effect

- ASTA Ambassador Network
 - Industry message alignment -- starts with us!
- Third-Party Spokesperson Network
 - Expanding our reach outside of the industry



How to Measure Success

Post Details



American Seed Trade Association

Published by Hootsuite [?] · March 2 at 5:39pm · 🌐

We're at #WaltDisneyWorld talking about the Magic of Seed! How did we get from wild varieties like this to the beautiful fruits & veggies we love today? It might look like magic, but it's actually science! #JustGrowIt



American Seed Trade Association

Published by Hootsuite [?] · April 8 at 11:35am · 🌐

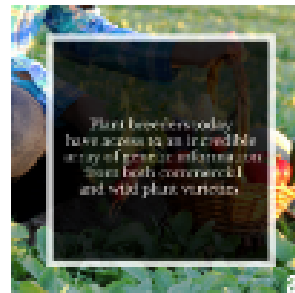
#JustGrowIt - Discover how food grows before it's harvested with Bored Panda <http://ow.ly/jWjp30anNZI>



10+ Surprising Pics That Show How Food Looks Before It's Harvested

We all know what fruit and vegetables look like when they're sitting on the shelf in the supermarket, but have you ever wondered what they look...

BOREDPANDA.COM



American Seed (ASTA) @Better_Seed

#JustGrowIt – Plant breeders and scientists continue to create more desirable seed varieties **#BetterSeedBetterLife**

<http://seedinginnovation.org/>
<http://pic.twitter.com/YLF0U4cReb>

THANK YOU!!

QUESTIONS & ANSWERS

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