

COMMUNICATIONS: A PILLAR IN ASTA'S STRATEGIC PRIORITIES

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President & CEO



Strategic Priority Areas

- Domestic Policy
- Innovation
- Intellectual Property Rights
- International
- Membership & Internal Matters
- **Communications**

Better Seed, Better Life: ASTA Public-Facing Communications



@Better_Seed #JustGrowIt



Seed
Ambassador
Leadership
Team

Platform to engage “the Public” in a dialogue about innovation:

- Focus on gene editing
- Diverse, wide-ranging voices
- Leading with benefits
- Identifying shared values
- Building partnerships

Content Hub

[Innovature.com](https://www.innovature.com)



OUR PLANET

Making Rice Ready for Climate Change

What do developing world rice farmers have in common with teachers?

READ MORE
1:39 min Read

OUR HEALTH

A Look at the Problem-solving Sweet Potato

Sweet potatoes are a favorite food of kids, teens, adults — and garden pests.

READ MORE
1:51 min Read



OUR PLANET

Gene Editing a Sweet Solution for Weakened Cacao Trees

Chocolate is under attack by pests, plant disease and climate change

READ MORE
2:38 min Read

OUR FOOD

Florida's Oranges are Under Attack. Gene Editing Can Help.

It's one tool helping to fight a disease that is deadly to citrus.

READ MORE
2:53 min Read



Thanks to innovation and a deeper understanding of DNA, scientists can make targeted genetic improvements to plants and animals to address some of society's most urgent challenges including climate change, sustainability, hunger and improving health and wellness.



Benefits Drive the Story



Our Planet



Our Health



Our Food

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- Subscribe to ASTA Seed eNews
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- Attend an upcoming meeting:
 - 2019 CSS & Seed Expo (Dec., Chicago, IL)
 - 2020 Vegetable & Flower Seed Conference (Feb., Monterey, CA)



Plant Breeding Innovation Videos



[Saving the Orange](#)



[Lettuce vs. Climate Change](#)

Breeding for Better Bread

