



# President's Newsletter

Oregon Seed Association

12/31/2015

Edition 2

## **Happy New Year!**

The Oregon Seed Association has had a busy past six months, and I hope this newsletter provides insight into what the association has accomplished to date and its future plans. Engagement and commitment from your Board has been exceptional, and I want to thank each and everyone one of you for your contributions to OSA.

–Greg Loberg

## **Board Activities**

Last July, we posted the President's Newsletter at the OSA website and stated that the purpose is to keep members informed on what is happening in the organization, in the industry, and in the legislature. The newsletter listed my goals for the year (see page 2). Today, I would like to address how far we've come in reaching those goals. But before I do, let me credit some of the excellent leadership we enjoy.

*Jake Stockfleth* is our Convention Chair for our 2016 joint convention with ASTA. He is also Chair of the Associates Committee and very involved in the Scholarship Committee. *Kevin Rogers* chairs the Domestic Committee, as well as a Production Survey subcommittee. *Phill Lindgren* is Chair of the International Committee and has attended numerous events around the issues with the Port of Portland, including a hearing at the Capitol. *Jeff Martin* is the current Chair of the Legislative Committee and

## **Highlights & Key Issues**

### **Stewardship Committee Reconvenes**

The committee reconvened at the request of membership to consider positioning around grass products of unconventional plant breeding relative

maybe wishes the legislature was in session. *Rick Myers* serves as Chair of Science and Technology and has been busy working on several issues, especially involving ryegrass and fine fescue. We formed a committee on health insurance and *Mandi Mack* leads that, as well as serving on the Domestic Committee. As Immediate Past President, *Todd Bond* now chairs the Public Relations Committee. *Jeff Martin*, *Scott Harer* and *Angie Blacker* serve with me on the Executive Committee, and I also chair the Stewardship Committee.

Since meeting at the summer convention, our Board has met three times. Numerous committee meetings have been held in that time. Without exaggeration, hundreds of hours have been donated by our committee chairs, participants and directors.

to our Stewardship Policy. The committee invested several hours in two meetings evaluating options and came up with two takeaways. The first was that (*cont. on pg. 2*)

## **2015-2016 Board**

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### **President**

Greg Loberg  
West Coast Beet Seed Co.

### **Vice President**

Scott Harer  
Columbia Seeds

### **Secretary-Treasurer**

Jeff Martin  
The Scotts Co.

### **Executive Director**

Angie Blacker  
Pac/West Communications

### **Immed. Past President**

Todd Bond  
Mountain View Seeds

### **Directors**

Kevin Rogers  
CHS, Inc.

Rick Myers  
DLF Pickseed USA

Phill Lindgren  
Grassland Oregon

Jake Stockfleth  
Oregon Seed Cleaning

Mandi Mack  
Vista Seed Partners LLC

## Stewardship Committee

### Reconvenes (cont. from pg. 1)

OSA should publish a summary of our current intention of assisting members and their customers in understanding the commitment of OSA to its Stewardship Policy. The other was to make sure this summary avoided stigmatizing OSA as an association of restriction, prohibition, or intolerance of technical progress or products. The outcome is a position statement that was circulated to membership by email in December and will be presented for consideration at the January meeting.

### Legislative Fund Established

In order to be prepared for legislative involvement, which can cost upwards of \$50,000 per issue, your Board has passed a resolution to establish a legislative fund with a targeted goal of \$120,000, along with a reserve fund of \$100,000 equating to a one-year operating budget. At this time there is no plan to increase dues. Current OSA reserves already meet about half of each objective and we will reach for these targets over time.

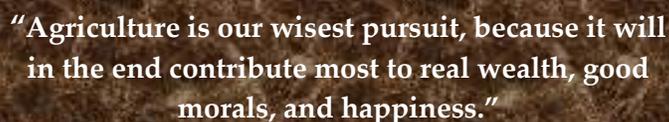
### Data Reporting Solution Sought

The Executive Committee and others have been working on multiple

aspects of developing strong industry data reporting in grasses. Though this is a very active initiative, it remains a work in progress. The goal is to unite fragmented sources of information into a report that is as current and comprehensive as possible. The preference is to encourage participation in a way that avoids legislation.

### Seed Lab Uniformity

This subject is broad and without a singular source of regulatory authority. Although labs must conform to seed law in all testing, the requirements can vary by state and by country. We have discussed this with industry and ODA, and will continue to follow up those discussions.



*"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness."*

--Thomas Jefferson

### Little Improvement Seen in Transportation

*Phill Lindgren* has been particularly busy tracking and reporting on transportation issues, and attended several statewide meetings held as part of the Governor's Oregon Trade and Logistics Initiative. An update will be presented to membership at the OSA winter meeting.

## OSA Joins SIPA

OSA and SIPA (Seed Innovation and Protection Alliance) have established reciprocal memberships with each other's organizations. The American Seed Trade Association recognized the need for a concerted, industry-wide effort to champion the importance of intellectual property protection. For more information please visit [www.seedipalliance.com](http://www.seedipalliance.com).

## Industry Meetings

The Executive Committee has participated in several meetings that directly relate to the 12-month goals listed on page 2. We met with the Director's Office of the Oregon Department of Agriculture (ODA) for the second time in three years in October. The personal relationships coming out of these meetings are invaluable and both sides have determined to make this an annual meeting.

We also met with about a dozen OSA Past Presidents and collected their helpful and experienced suggestions. Their perspectives are extremely beneficial in guiding OSA's future strategies and priorities. These types of meetings help prepare your executive leadership for evaluating the association's 5-year strategic plan.

## OSA Presidential Goals

- Invite member input
- Create coexistence strategy for products of unconventional plant breeding before next legislative session
- Grow more political muscle
- Protection of intellectual property
- Better industry data reporting
- Continue to build on timely communication to members
- Address seed lab uniformity issues
- Execute, update and report on OSA 5-year strategic plan
- Address transportation for exports
- Create OSA video and ad
- Continue to develop associate member participation
- Build scholarship opportunities and student involvement with OSA
- Unify purposes with WVSSA
- Incorporate younger members into committee involvement participation
- Meet periodically with past presidents

Note: These goals will be updated throughout the year depending on industry issues and committee meetings.

## *What's New?*

### **Paul Hedgpeth Resigns from Board**

Paul Hedgpeth has resigned from the Board effective immediately. This matter will be on the agenda for discussion at the Mid-Winter Meeting. On behalf of the remaining Board members, I want to thank Paul for his service over the past six months. His insight and ideas were greatly appreciated.

### **OSA Forms Joint Committee with WVSSA**

For the first time, the Board of OSA met with the Board of the Willamette Valley Specialty Seed Association (WVSSA). Though the origins of the two associations are different in crop mix and purpose, there are numerous mutual interests. Out of those discussions we concluded to form a committee with two representatives from each association in order to further identify areas where collaboration is possible and serves both memberships.

### **Emerging Professionals Committee**

Learning that a group of young seed professionals was meeting informally, the OSA Board invited them to be formally recognized as a subcommittee of the Domestic Committee. It's exciting to see younger members interested in taking on leadership roles and contributing to the mission of OSA, and we want to make it easy and comfortable as we welcome them to even more visible roles. Committee members must be willing to help and work with others in the seed industry, demonstrate enthusiasm for the industry, and get involved with OSA. Dustin Withee is serving as Chair, with Kirsten Wade as Vice-Chair. We look forward to hearing from the ideas that come from this group.

## *Upcoming Events*

### **Mid-Winter Meeting: January 12**

I look forward to seeing you and hearing from you at our Mid-Winter Meeting on January 12 at the Salem Convention Center. ODA Deputy Director, Lisa Hanson, will be the keynote speaker, and we will enjoy Paulette Pyle one more time as our luncheon speaker. Paulette will remind us what over 35 years of experience in grass roots politics has taught her as she continues her transition into retirement.

### **Summer Convention: June 20-21**

The Summer Convention will be held June 20-21 at The Nines in downtown Portland. Be sure to book your lodging at The Nines as soon as possible as there are a limited number of discounted rooms. This will be a great opportunity for both associations to get better acquainted. We expect that OSA members can use this opportunity to host customers, and that attendance will be above recent ASTA conventions. All OSA committee meetings will be held jointly with parallel ASTA committees (with the exception of the Associates Committee). Likewise, all activities, meals, silent auction and the closing banquet will be joint functions. OSA membership will meet without ASTA only on Tuesday, June 21, during the closed session business meeting. We will be "Blazing Trails" as we join Chair Risa Demasi, members of ASTA, and fellow members of OSA.

I look forward to your feedback, comments or concerns. Feel free to contact me at any time.

**Greg Loberg**

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