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CROWDER JOINS ASTA AS NEW CHIEF EXECUTIVE OFFICER

The American Seed Trade Association (ASTA) announced that Richard T. Crowder of Naperville, Ill., will become the association's new Chief Executive Officer on April 15, 2002. He comes to ASTA with more than 30 years of experience in the food, agriculture, and international trade industries, including the seed industry.

"Dick is a very well-rounded individual who has the personality, leadership and vision to take ASTA to the next level," said Sonny Beck, chair of the ASTA Search Committee and First Vice President of ASTA. "He not only has been a successful businessman known to make things happen, but also has domestic and international trade policy experience as a former U.S. Under Secretary of Agriculture."

Crowder is the former Senior Vice President, International, of DEKALB Genetics Corporation (now part of Monsanto), a

worldwide leader in agricultural genetics and seed biotechnology that markets hybrid corn, sorghum and sunflower seed as well as varietal soybean and alfalfa. He managed all of DEKALB's business outside of the United States, involving more than 30 countries. He dramatically increased the profits and market share of DEKALB's international operations.

Prior to joining DeKalb in 1994, Crowder was Executive Vice President and General Manager International of meat processor Armour Swift-Eckrich, a division of ConAgra. From 1975-89, he worked at the Pillsbury Company in a series of increasingly responsible senior executive positions.

From 1989-92, Crowder served as Under Secretary of International Affairs & Commodity Programs for the U.S. Department of Agriculture. In this role, he was responsible for all agencies concerned with

international trade and development as well as domestic farm programs. He had leadership roles in major trade negotiations and the 1990 Farm Bill.

"With the unprecedented changes in technology in agriculture in recent years, it is imperative that policy and commercialization practices keep pace with technology," Crowder said.

"ASTA has the opportunity to help in this process," he noted. "The needs of diverse stakeholders must be brought together to meet the challenges and opportunities of the seed industry in the 21st Century."

Crowder is currently an independent consultant, serves as an advisor to start-up companies, and is a member of the Board of Directors of Penford Corporation. Crowder, who grew up on a farm in Virginia, has a B.S. and M.S. from Virginia Tech and a Ph.D. from Oklahoma State University.

ANOTHER CHANCE TO SERVE

The Executive Committee has recommended the President of AOSCA appoint a new committee. Due to the growing interest in Organic Certification, President

Richard Arnett is requesting all interested individuals to submit their name to the AOSCA central office if they are interested in serving on this new committee. Gary

Beil has agreed to chair the committee with David Howle as the vice chair. Nominations for committee membership are due May 1, 2002.



*“Consent Agenda” to
save time at the next
board meeting.*

SCST WORKING TO CHANGE PURITY ANALYSIS

The leadership of the Society of Commercial Seed Technologist (SCST) has been reviewing the concept of changing the way seed analysis is done in the United States. A proposal to move from the current practice of a four-part purity (pure seed, inert, other crop and weeds) to

a three-part purity (pure seed, inert, other seeds) is currently under review.

The wisdom in this appears to be an attempt to come in line with the way testing is done and reported around the world. This new system would reduce the confusion over when is a seed a crop and

when is it a weed. The new program would simply report it as an other seed.

I am sure there will be more discussion industry wide before changes are made. What is your opinion?

ALFALFA REVIEW BOARD ACTION ON HYBRIDS

Mike Moore, chair of the 2002 Alfalfa and Misc. Legumes National Variety Review Board, informs me the board has taken a position on applications submitted for hybrid alfalfa this year. The board made the following recommendations to the company submitting the applications.

1. Work with the NAAIC to develop standardized tests to characterize hybridity in alfalfa varieties.
2. Work with AOSCA to develop field standards that address the unique production methods used in this system. It was recommended that the applicant contact the chair of the AOSCA Alfalfa

and Misc. Legumes Committee as soon as possible to assist in the development of those crop standards.

The board's entire opinion is available from the AOSCA central office. If you desire to review the entire document simply notify the central office.

MEETING FORMAT CHANGE

In an effort to conserve our use of time a new format for the board meeting this summer is in the works. Many of your old favorite time consuming items will be rolled into one big “Consent Agenda.”

The Consent Agenda will consist of materials mailed to the directors prior to the meeting and available to everyone at registration. Included in the packet will be special committee appointments, president's report, EVP report, necrology

report information (still allowing for a moment of silence), advisory committee report from February, treasurer's report, agency evaluation report, regional reports (action items would be allotted time for presentation and discussion). The intent would be to approve the consent agenda as presented unless there are specific items the board wants to discuss separately. This will still take a little time but not as much as the previous parade of

individuals to the microphone.

In addition to this change, the reports from affiliated organizations will be coupled with the board meeting on Wednesday followed by the Advisory Committee. This should avoid the duplication of presentations that seems to occur each year. The Executive Committee and the EVP will be interested in your comments on this new format.

HELP WITH FILING FOR COPYRIGHT PROTECTION

As we begin to try to protect our agency and association material some may find it beneficial to have specific

forms and information available on the Internet. Well, if you are one of those why not check the site [www.](http://www.loc.gov/copyright)

www.loc.gov/copyright. Here you will find valuable information and forms at the touch of a few buttons.

AGENCY REVIEW PROCESS STRENGTHENED

As a result of the cooperative efforts of the SRTB and AOSCA there is now a new version of the agency self-evaluation worksheet used in agency evaluation. What, you did not even know there was one! Well, you are not alone.

Soon the regional evaluators will have a copy of the new document and will be asking each agency to fill one out this year. This will be in addition to the usual filing of changes to standards for the past year. When it comes take some time to think about the questions

being asked. You may find it helpful in making some changes in your own operation. After all, every item in the document relates to things required by the Federal Seed Act.



WHAT'S IN A NAME?

Due to confusion in the system the Western Certification Agencies made a proposal to the board last year in San Diego to discontinue the use of production codes for alfalfa and clover. Due to input from many groups a new system for codes has been drafted and will be reviewed by the western group in May during their regional meeting. Looks like the Alfalfa and Misc. Legumes Committee will defiantly be meeting in August.

SUGGESTIONS FOR THE AOSCA WEB PAGE

The Executive Committee has asked the E&P Committee to begin a quarterly reporting to the central office on ideas and updates to the web page. If you have any ideas or can suggest ways we can make the page more useful, and there should be many, please submit your ideas to Chris Tidje, chair of the E&P Committee.

Help AOSCA's web site work for you!



www.aosca.org

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