



eNewsletter of the

Southern Seed Association

April/May 2010

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Delivering Value That Serves The Membership

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91st Annual Convention Photos
(Phoenix, AZ)

[Click Here for SSA 2010 Convention Photos](#)

Review of Planted Acreage Estimates: 2010 vs. 2009

Acreage Planted

	2009	2010
Corn	86.5	88.8
Soybeans	77.5	78.1
All Wheat	59.1	53.8
Milo	6.6	6.4
Oats	3.4	3.4
Barley	3.6	3.3
Cotton	9.1	10.5
Canola	0.8	1.2
Sunflower	2.0	2.2
Flaxseed	0.3	0.4
Rice	3.1	3.4
All Hay	59.8	60.5
Total	311.9	311.9
Total ex Hay	252.1	251.5

CORN

U.S. '10 plantings estimated at 88.8myn acres. This is up 2.3myn from last year (3%), slightly below the average trade guess of 89.2 but within the range of expectations of 87.0 – 91.0. Good planting weather the next 30 – 45 days could see the final number edge closer to 90.0. Time will tell. March 1 stocks total of 7.694Bbu was up 11% from last year's 6.954. Of greater importance, however, is the fact that today's estimate was sharply above the average trade guess of 7.496 and near the top end of the range of expectations of 7.318 – 7.758. As a result, implied feed/residual use of corn during the Dec – Feb quarter was approximately 1.470Bbu, down 110mbu from a year ago and the lowest total for the quarter since the 1998/99-crop year.

SOYBEANS

U.S. '10 plantings estimated at a record 78.1myn acres. This was up almost 650,000 acres from last year (1%), slightly below the average trade guess of 78.5 but within the range of expectations of 76.5 – 80.2. Of greater importance, however, was the March 1 stocks estimate of 1.270Bbu. This was sharply above the average trade guess of 1.208 and near the top end of the range of expectations of 1.161 – 1.270. While this estimate does not by itself imply a significant increase in projected 09/10 carryout, it does confirm the size of last fall's crop; i.e. record output. From this point forward, then, the pace of exports and crush will determine if any further adjustments need to be made to the USDA's projected carryout of 190mbu.

WHEAT

U.S. '10 all wheat plantings estimated at 53.8myn acres. This is down 5.3myn from last year (9%), slightly above the average trade guess of 53.4 but within the range of expectations of 51.9 – 55.0. **Interesting to note the winter wheat acreage was increased 600,000 acres from the preliminary January estimate to 37.7myn, with most of the increase in HRW states.** Other spring acreage pegged at 13.9myn acres, which was above the average trade guess of 13.4 and near the top end of the range of 12.7 – 14.0. Durum was estimated at 2.2, below the average guess of 2.5 and below the low end of the range of 2.3 – 2.8.

ASTA Seed Industry Washington DC Fly-In

In Partnership with the State and Regional Seed Trade Associations

March 22-24, 2010

Washington DC

“Advocacy Matters II” was the theme of the 2010 ASTA sponsored Seed Industry Washington D.C. Fly-In, which was held March 22-24. The annual trip to the Hill provides an excellent opportunity for SSA members to join with other seedsmen from various state and regional associations and present pertinent issues currently affecting the seed industry.

The intense two-day schedule was as follows:

Tuesday, March 23

9am-5pm

Environmental & Conservation Committee Workshop

3:30-5pm

Issues briefing sessions for state association participants

Overview of the Council of Biotechnology Information & Sustainability Efforts-

Ariel Gruswitz, Managing Director, Council for Biotechnology Information

Organic Issues-Lisa Nichols, ASTA Director, International Programs

Biotechnology Actions & Coexistence-Bernice Slutsky, ASTA VP Science & International Affairs

DOJ Competition Update-Andy LaVigne, ASTA President & CEO

6:30-9pm

Group Dinner/Program: “An Insider’s View of Washington DC”, David Crow, DC Legislative and Regulatory Services, Inc.

Wednesday, March 24

7:30am

Orientation Breakfast

Congressional Visits (appointments made by attendees with staff assistance)

10:00am

Group Meeting: Minority House Ag Committee

1:30pm

Group Meeting: Subcommittee on National Parks, Forests and Public Lands

2:30pm

Group Meeting: Senate Ag Committee

4:00pm

Group Meeting: House Ag Committee Chairman Peterson (Majority)

SSA appreciates the work of ASTA in coordinating such a constructive effort and providing an invaluable venue to share concerns of our seed industry with national leaders.

Primary Seed Industry Issues

The importance of the seed industry to production agriculture

The commercial market value of seed in the United States is estimated to be \$12 billion and rising. The seed industry is continually increasing production agriculture innovation by improving production and efficiency.

Protection of intellectual property rights for those who invest in plant breeding

Strong intellectual property protection will encourage the investment needed to maintain the continued crop improvements required to feed the world and add value to agriculture and society through new products.

National Plant Germplasm System Funding Support

The plant breeding process is a continual one, and diverse genetic resources are a critical input in the agricultural production process.

This public germplasm management system has yielded large economic benefits for U.S. and world agriculture.

Maintain general research funding at the university level

An increasing number of young scientists are experiencing difficulty finding the resources and support to do research.

Consequently, fewer students are choosing careers in research, which is a terrible loss to agriculture.

Funding is needed to encourage research in plant and seed biology and to facilitate the transfer of resulting technology to benefit the seed

industry, farmers and consumers on a global basis.



More Gardeners are Growing Plants the Easy Way – From Seed!

Seeds are nature's miracles – they're little packets of energy just waiting for you to plant them. Once they're planted, they quickly transform from rock-hard little nuggets into lush green plants exploding with life. A

seed contains a tiny plant embryo and food to help the plant start growing. You, the gardener, simply plant it and water it, and then watch it grow. The past few years have seen a resurgence of interest in growing plants from seed, with seed sales up 30 to 75 percent. Now, the EZfromSEED Web site (<http://www.EZfromSEED.org>) shows you everything you need to know about growing plants from seed.

Why start plants from seed?

- **Save money.** A seed packet costing a few dollars typically contains dozens or even hundreds of seeds.
- **Enjoy unusual plants.** The range of plants and varieties available in seed form dwarfs the limited selection of plants at most garden centers.
- **Some plants grow best from seed.** You're unlikely to find bean, carrot, pea, radish, or sunflower transplants for sale, because these plants are best sown directly in the garden.
- **Grow your own food.** It's so easy to grow your own pesticide-free lettuce, squash, and other tasty, nutritious foods for a fraction of supermarket prices.
- **Have fun!** Ask any gardener: There's something special and rewarding about planting a seed and watching it grow.



Top Ten Easiest Plants to Grow from Seed

To help you get started the Home Garden Seed Association (HGSA) has created a list of the Top Ten Easiest Plants to Grow from Seed. All can be sown directly in the garden – there's no need to start them indoors. These sure-fire favorites

germinate easily and grow quickly.

Seed-Starting ABCs: The Secrets to Success

The secrets to growing great plants from seed are simple:

PREPARE the soil first. Like all plants, seeds grow best in loose, weed-free soil.

PLANT at the proper depth. Seed packets tell you just how deep; a rule of thumb is to plant seeds two or three times as deep as they are wide.

GROW plants by keep the soil moist. Seeds need water to start growing, and young seedlings need a consistent supply to grow healthy and strong.

ENJOY! In no time at all you'll enjoy an abundant harvest of fresh vegetables and armfuls of beautiful flowers.

Other story ideas from the Home Garden Seed Association

Plant a Container Veggie Garden from Seed

<http://www.ezfromseed.org/container-vegetables.php>

Hybrid or Open-Pollinated – What's the Difference?

<http://www.ezfromseed.org/hybrid-or-open-pollinated.php>

Grow Nutritious, Safe Food <http://www.ezfromseed.org/safe-food.php>

The EZfromSEED Web site (<http://www.ezfromseed.org>) shows you everything you need to know about growing plants from seed. It's brought to you by the Home Garden Seed Association (HGSA), an international group of seed producers and seed packet companies committed to supporting home gardening success, specifically through the use of seeds.

Schedule of Events

May 7-8, 2010

Seed Trade Association of Arizona
Tubac Golf Resort & Spa
Tubac, AZ

June 2-4, 2010

Florida Seed Association
Hilton Key Largo Beach Resort
Key Largo, FL

June 26-30, 2010

ASTA's 127th Annual Convention
JW Marriott San Antonio Hill
Country Resort & Spa
San Antonio, TX

July 11-12, 2010

Georgia Seedmen's Association
Ponte Vedra Inn & Club
Ponte Vedra Beach, FL

July 11-13, 2010

July 25-27, 2010

North Carolina Seedsmen's Assn.
Myrtle Beach Marriott
Myrtle Beach, SC

October 6-8, 2010

Missouri Seedsmen's Association
Resort at Port Arrowhead
Lake of the Ozarks, MO

November 14-16, 2010

Texas Seed Trade Association
Westin La Cantera
San Antonio, TX

January 8-11, 2011

SSA 92nd Annual Convention
Charleston Place
Charleston, SC

Alabama Seed Association
Ponte Vedra Inn & Club
Ponte Vedra Beach, FL

July 16-17, 2010
South Carolina Seedsmen's Association
Hilton Beach Resort
Myrtle Beach, SC

July 22-23, 2010
Arkansas Seed Dealers' Association
Crowne Plaza Hotel
Little Rock, AR

From Richard's Desk:

The 91st Annual Convention of the Southern Seed Association was a huge success! Congratulations to Tye Curtis and First Lady Leslie for hosting a fantastic meeting in Scottsdale! The Royal Palms Resort offered a tranquil setting we will always remember.

After the Welcome Reception under the palms, the business sessions featured information on Traits and Breeding Technology; Food Safety and Quality Guidelines; State, National and International Seed Issues Updates and Governmental Affairs. In addition to this pertinent information from an array of knowledgeable speakers, everyone enjoyed an evening of western entertainment at La Puesta, overlooking Greater Phoenix. Steaks and Barbeque dinners were thoroughly enjoyed before dancing to the sounds of Ron-da-vous (plus our own talented Lynette!). The following day the ladies were treated to a cooking demonstration by renowned Chef Lee at the Royal Palms while the golfers hit the links at the immaculate and challenging Phoenician. The convention culminated a delicious banquet at the Palms with a cash "draw-down" adding another level of excitement.

Visit the SSA website for additional convention pictures!

Happy planting,
Richard