

# GCIA News Briefs

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## I've been thinking...

Terry Hollifield, Executive Director

Like everyone else, I've been thinking about the upcoming year. I didn't make any New Year's resolutions; I've failed miserably at keeping New Year's resolutions in the past, so why would I think 2015 would be any better?

As I ponder the New Year and what challenges may be presented to the association and its staff, I am thankful for last year. GCIA had a banner year in 2014. Aided by a seed certification fee increase and a significant increase in both peanut and turfgrass acreage, we were able to gain some ground on replenishing our cash reserve and meet our cash flow needs. The GCIA board of directors has developed a policy that should allow us to adjust certification fees as needed rather than wait until a crisis. As we all know, large fee increases can seriously impact clients. As such, I think this policy makes us much more responsive to the association's financial needs while also considering the impact on our clients.

Traditionally, especially with annual crops such as peanuts, we usually have a decrease in seed acres after coming off a good year - as we had in 2014. However, we are told that 2015 should be another good year for seed peanuts due to the new farm bill and lower commodity prices for soybeans, corn and cotton. With the improving economy, we are hopeful that our Certified turfgrass acres will continue to increase.

I anticipate that our outside service program's income from food safety, organics, royalty assessments, association management, and international turf to remain about the same as 2014. Current staffing levels prevent expanding many of these programs.

So, as I think about the New Year it feels good to go into 2015 with a positive attitude. I hope you have a prosperous and safe New Year.

### **2015 Seed Short Course**

Emphasis: Soybeans, Small Grains, Grasses  
Date: Friday, February 6th Time: 9:30am - 12pm  
Location: Fairfield Inn & Suites  
2001 16th Avenue East, Cordele GA 31015  
RSVP to GCIA Office at 706-542-2351

**Save the date - GCIA Annual Meeting  
is March 10th in Athens!**



<http://www.certifiedseed.org>



MEMBER

Association of Official Seed  
Certifying Agencies

<http://www.aosca.org>



MEMBER

Georgia Grown is a program  
of the Georgia Department  
of Agriculture

<http://georgiagrown.com>

## 2015 Soybean & Small Grain Expo - February 5 Georgia National Fairgrounds, Perry, Georgia



- 8:30 am Registration (\$10 in advance; \$20 onsite registration)
- 9:30 Presiding and Welcome  
Walter Godwin, President, Georgia/Florida Soybean Association
- 9:40 World Outlook for Southern Ag Commodities  
Dr. Nathan Smith, UGA CAES Professor and Extension Economist
- 10:05 The New Farm Bill and Legislative Items of Interest  
Dr. John Anderson, Senior Economist, American Farm Bureau
- 10:30 Stored Grain Protection Comparisons for the Southeast  
Richard Alford, National Sales Manager, Central Life Sciences
- 10:55 Poster Session — Dr. Roger Boerma, GSDC Executive Director
- 11:20 Overview and Update on the Enlist Weed Control System  
Dr. Ralph Lassiter, Enlist Field Specialist, Dow AgroSciences
- 11:45 Wheat Scab Initiative  
Dr. David A. Van Sanford, University of Kentucky Dept. of Plant and Soil Sciences
- 12:10 Ga/Fla Soybean Association Business Meeting  
Walter Godwin, President
- 12:35 Awards Luncheon- Dr. Jerry Johnson, UGA CAES  
Speaker: Billy Skaggs, Executive Secretary, Georgia Soybean Commodity Commission
- 1:35-3:30 "THROUGH THE FIELD"  
Moderator — Dr. Jared Whitaker, UGA CAES Extension Agronomist
1. High Yield Wheat Management in the South  
Dr. Erick Larson, Grain Crops Specialist, Mississippi State Extension
  2. Roundup Ready® Soybeans and Future Patent-Expired Varietal Technologies  
Dr. Roger Boerma, GSDC Executive Director
  3. Soybean Research Update  
Session Chair — Dr. Zenglu Li, UGA Soybean Breeder & Molecular Geneticist

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### GEORGIA SOYBEAN EXPO - REGISTRATION FORM

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_

\$10 per person if received by January 30th; \$20 at the door. Make payable to Georgia Soybean Association and return to:  
Soybean Expo, 2425 South Milledge Avenue, Athens GA 30605.

## Education Key to Consumer Appreciation of Seed Improvement

Last month, the American Seed Trade Association (ASTA) unveiled results of research commissioned by the seed industry revealing that consumers underappreciate the role of seed and seed improvement in our lives, until they are presented with specific examples of the environmental, economic and health benefits of seed. ASTA surveyed more than 600 moms, millennials and "food-focused" people — three consumer segments who are recognized for driving conversation around food issues and who have significant purchasing power — to measure consumer awareness regarding the role seed innovation plays in improving quality of life.

According to ASTA President and CEO Andy LaVigne, research results revealed that the work of the seed industry is generally undervalued among educated consumers. Yet three in four educated consumers believe that the role of technology in agriculture is important.

However, LaVigne shared that when the same groups were provided additional information regarding the specific benefits of seed improvement, they began to show appreciation and a greater understanding of the impact of seed innovation. Specifically, survey respondents were provided examples of seed improvements in areas of food, feed, fuel and fiber. Total positive impressions among millennials increased by 18%, total positive impressions among moms increased by 13% and total positive impressions among foodies increased by 16%.

"These results are extremely encouraging," said LaVigne. "As one of the oldest trade associations in the country, ASTA is uniquely positioned to help educate consumers about seed improvements that are providing solutions for the increasing demands of a growing world. It also gives our organization an opportunity to focus on 'why' we do what we do." ASTA also provided top-line results highlighting seed improvements and associated benefits that had the most resonance across the three consumer groups.

- Seed improvements allow farmers to produce more food from the same land. (76% of consumers viewed positively)
- Seed improvements result in foods that are healthier and provide better nutrition. (70% of consumers viewed positively)
- Seed improvements allow farmers to sustain their way of life for generations to come. (69% of consumers viewed positively)

"To support the good work of our member companies, we are launching a three-year communications effort to reach consumers about the importance of seed improvement," said John Schoenecker, ASTA Board Chair. "Our hope is to increase awareness among consumers about the diversity of the seed industry, the value of crops and food produced from improved seed and the impact it has on their daily lives now and into the future."

For more information, visit the American Seed Trade Association online at [www.amseed.org](http://www.amseed.org).

*(Source: [www.growinggeorgia.com](http://www.growinggeorgia.com), Thursday, December 11th, 2014)*

## Take advantage of upcoming UAC networking & dinner meetings

### METRO ATLANTA

Tuesday, February 24 - **2015 Kickoff and UAC Professional Landscape Awards**, at Heritage Sandy Springs - 6110 Blue Stone Road NE Atlanta 30328

Tuesday, March 24 - Heritage Sandy Springs

Tuesday, April 28 - Topiary Courtyard



### COASTAL AREA

Tuesday, February 3 - **2015 Kickoff Event - 2015 DOT Safety Regulations - News you need to know - New DOT rules and other useful knowledge** by Lee Lyner, Risk Management Partners, Inc., at Coastal Georgia Botanical Gardens

Tuesday, March 3 — Featuring Jenny Hardgrave, Simply Flowers, Inc. at Oelschigs Nursery, Savannah

Tuesday, May 5 - John Deere Landscapes, Garden City

For more information, visit [www.urbanagcouncil.com](http://www.urbanagcouncil.com).

## Cold Temps – Grain Bin Aeration?

Rome Ethredge, Seminole County Extension Coordinator

These cool nights made me think about the benefits of cooling grain in storage to help with insect problems. I like corn and they do too and try to get at it if they can. If we move the grain temperature in bins to below 60 degrees F. they won't reproduce.

Dr. Mike Toews, UGA Entomologist, has this to say about how we should aerate:

“For operators storing small quantities of grain (i.e. wagon, truck, flat, or a small bin), running bins during a few cold nights would be a good idea as it will quickly move the grain temperature below 60 degrees where the insects will not be able to reproduce; however, operators that have big bins should not just run the fans for a few nights as that could leave the grain mass with radically different temperatures at different depths thereby leading to moisture migration.

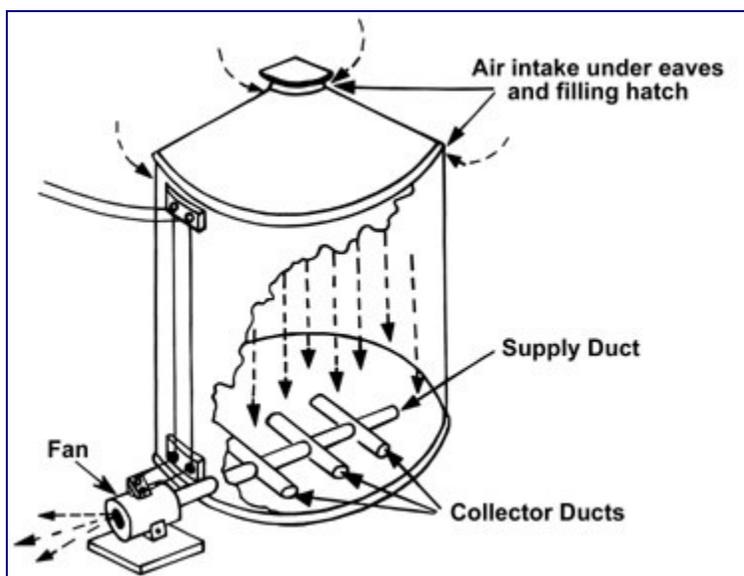
Fans on big bins (1000 bu+) should be operated using a thermostat with set points at 75, 65, and 45 degrees. Start at the 75 degree set point, which will operate the fans anytime the outside temperature is below 75 degrees.

Monitor the grain temperature at different depths and leave the fans operating until the entire grain mass is at or below the set point; then move to the next lower set point and start the process over.

When the grain mass is entirely below 45 degrees, turn the fans off and seal up the vents and fans. After achieving a grain temperature below 45 degrees, some folks will operate the fans about one day a month to remove musty odors.

Operators that pull air from the top need only monitor the air temperature coming out of the fans to know when they have reached the set point.”

(Courtesy of Seminole Crop E-News,  
<http://seminolecropnews.wordpress.com/>)



## Variety Testing helps growers in making better-informed decisions

John Gassett, Program Director, Statewide Variety Testing

The beginning of 2015 at the University of Georgia's Statewide Variety Testing Program brings to a close the data for the 2014 summer crop trials. Data for small grain for grain, forage and silage; corn for grain and silage; sorghum for grain, silage, and summer annual forages; and soybean has been finalized and are available online along with preliminary data for cotton and peanuts. 2014 data and data back to 1997 can be found at [www.swvt.uga.edu](http://www.swvt.uga.edu) for all to view. This data will be utilized by Georgia farmers, UGA Extension personnel, university plant breeders, and private industry to make varietal decisions for the 2015 growing season.

A closer look online provides annual and multi-year data for seven locations across Georgia along with regional and statewide data. As Georgia has four distinct geological regions and each region has its own specific micro-climate and diversity of soil types, unbiased varietal testing is done in each region to evaluate the performance of each variety. Yield along with agronomic data, which may include plant height, lodging, shatter, seed quality and size, maturity, and test weight along with the seasonal conditions, is available for making a variety selection decision. The extensive information available allows for a more informative and confident decision to be made.

The end result of the UGA Statewide Variety Testing Program is to provide unbiased, accurate, and timely data on adapted varieties of various crop cultivars for variety selection purposes. Variety selection is the most important decision a farmer makes. If there are any questions about the data, please utilize the UGA Extension specialists and agents, or contact John Gassett at [gassett@uga.edu](mailto:gassett@uga.edu).



## Take Precautions When Working Outside In Winter

Hypothermia develops when a person gets so chilled that their body is unable to warm up and their natural defenses against cooling start to fail. The chilling conditions of hypothermia set in when the body loses heat faster than it retains heat. Farmers and others who work outside for hours at a time are the most susceptible to hypothermia.

If you have to work outside in cold, wet conditions, you should try to dress appropriately. Proper clothing includes rain gear, gloves, sturdy work boots, and headgear. About half of your body heat escapes through your head, so wearing a hat can slow down that process.

The common symptoms of hypothermia include: uncontrollable shivering, cool skin, rigid muscles, weak pulse, a slow reaction time and slurred speech.

If you or somebody else is suffering from hypothermia, it is important to treat it quickly. The following is a short list of "do's" and "don't do's":

- Exercise or keep moving to stay warm if unable to get to a warm place.
- Remove wet clothing as soon as possible & replace with dry blankets or clothing.
- Don't use direct heat or hot water to warm the victim. Do not massage the skin.

When you work outdoors during the winter, especially on rainy days, remember the potential for developing hypothermia. (Source: [www.gfb.org/programs/safety](http://www.gfb.org/programs/safety))





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www.aosca.org

# AOSCA Notes

## Reinvent to Survive

IN JANUARY 2007, STEVE JOBS, CEO of Apple, took the stage to announce a new product saying, "Today, Apple is going to reinvent the phone, and here it is." He introduced the audience to the iPhone and the way we communicate and manage data changed forever.

Reinvention is not always easy or comfortable, but successful businesses know their survival depends upon it. The seed industry and seed certifying agencies continually reinvent themselves to remain relevant to their customers.

AOSCA's membership spans the United States and seven other countries. Many of these organizations have successfully reinvented themselves by building upon the skills and credibility resulting from seed certifying programs started in the early 1900's.

### AOSCA Member Reinvention

According to Alan Galbreth, CEO of the Indiana Crop Improvement Association, "ICIA has kept pace by listening to our membership, board, and customers. 95% of our members are seed companies."

Biotechnology and the need for genetic testing services was a message that Indiana Crop heard and responded to. It opened its genetics lab in 1988 and today, it employs a well-trained staff that perform tests that did not even exist 15 years ago.

Expanded laboratory services are examples of reinvention at the Idaho Crop Improvement Association, too, as it has implemented PCR techniques into its testing protocols to identify diseases impacting the seed and commercial potato industry.

Doug Miller, CEO of the Illinois Crop Improvement Association, notes that making the decision to end services or shut down locations can be a difficult part of reinvention. Organizations need to focus on those enterprises that

bring value to their customers. For example, Illinois Crop successfully does this through its winter farm facility in Puerto Rico.

“ Successful businesses know survival depends on reinvention.

Chet Boruff, AOSCA  
Chief Executive Officer

Reinvention brings some interesting opportunities to AOSCA members. The Iowa Crop Improvement Association makes use of its field staff across the state to test and validate grain moisture meters used in the commercial grain trade, a duty that was previously handled by the Iowa Department of Agriculture.

The Georgia Crop Improvement Association provides food safety inspections on farms growing fruits and vegetables and at packaging facilities. In addition, it offers a warm-season turfgrass inspection program with clients in China, Brazil, South Africa, and other countries.

Some AOSCA member agencies are involved in the organic industry. For example, the Minnesota Crop Improvement Association is an organic certifier.

### More Reinvention

Reinvention is not unique to U.S. seed certifying agencies. In the past two years, the Canadian Seed Growers Association, ASOCA's member there, has successfully taken over the responsibility of inspecting seed acres across Canada, the result of privatizing a role that was previously provided by the Canadian government.

AOSCA itself has been reinvented over the past decade by administering a number of services related to biotechnology and quality assurance in addition to traditional seed certifying activities. An example is conducting on-farm assessments related to insect resistance management (IRM) requirements for corn growers who use seed containing insect-resistant traits.

*Chet Boruff, Chief Executive Officer  
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## Georgia Crop Improvement Association

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Fax: (706) 542-9397



## UPCOMING PEANUT MEETINGS & EVENTS

**January 8-9-10, 2015 – National Peanut Buying Points Association Winter Conference**, Charleston Place Hotel, Charleston, S.C. Great, informative program plus a Great Cash Giveaway Auction. Great Cash Giveaway Tickets available for \$150 each. Reverse raffle winner will win \$10,000.

**January 15, 2015 – Georgia Peanut Farm Show** – UGA Tifton Campus Conference Center, Tifton, GA. Exhibit space available. Sponsored by Georgia Peanut Commission and University of Georgia. Time: 8:30 AM til 2:30 PM. For info, see [www.gapeanuts.com](http://www.gapeanuts.com) or call 229-386-3470.

**January 16-19, 2015 – Peanut and Tree Nut Processors Association**, Annual Meeting and 76th Anniversary Celebration, Hotel Del Coronado, San Diego, CA. For info, [JHODGES@PTNPA.ORG](mailto:JHODGES@PTNPA.ORG) or call 301-365-2521.

**January 28-29, 2015 – 10<sup>th</sup> Mississippi Peanut Growers Association Annual Meeting & Trade Show**, Lake Terrace Convention Ctr., Hattiesburg, MS. Exhibit space. 601- 606-3547 or [malcolm@misspeanuts.com](mailto:malcolm@misspeanuts.com).

**January 29, 2015– South Carolina Peanut Day**, Santee Convention Center, Santee, S.C. (Exit I-95 #98) Exhibit space available. Show 9-2. For info, call Marianne Copeland, 252,459-9977

**February 2, 2015 - Virginia Peanut Board Annual Meeting**, Wakefield, VA. Contact Del Cotton 757-562-4103

**February 12, 2015 – Alabama/Florida Peanut Trade Show**, National Peanut Festival Fairgrounds, Dothan, AL. Exhibit space available. For info, see [www.flpeanuts.com](http://www.flpeanuts.com), [www.alpeanuts.com](http://www.alpeanuts.com) or call 334-792-6482.

(Courtesy of *Peanut Marketing News*, January 7, 2015; Tyron Spearman, Editor)

## “Success with Off-Season Sodding” article included in recent Landscape Alert E-News



Hats off to the UGA Urban Ag Center in Griffin for including an article in their recent Landscape Alert E-Newsletter entitled ‘Success with Off-Season Sodding’. The information was edited from an earlier, longer piece authored by Dr. Clint Waltz, Extension Turfgrass Specialist, which can be found at [www.ugaurbanag.com/content/season-sodding](http://www.ugaurbanag.com/content/season-sodding). Our turfgrass members still have to address this issue from time-to-time with their homeowner customers, as well as the occasional landscape contractor. We’ve included a few of Clint’s tips below that may be of help, and for more information, click [here](#) for the Landscape Alert article from January 7th.

- **To prevent drying and potential cold injury of roots, install sod within 48 hours after harvest.** This also allows the radiant heat from the earth to offer the sod some protection from cold injury when compared to turf exposed to the elements on a pallet.
- **Sod should be laid tight and rolled to minimize creases.** If creases are apparent after sodding, top dress the sod to fill low spots, conserve moisture and potentially retain heat near the soil surface.
- **For best survival, avoid winter desiccation and low temperature injury.** Desiccation can be a significant problem since the warm dry winds of late winter and early spring increase the demand for water, but the combination of low soil temperatures and a limited root system will reduce the plant’s ability to obtain water.