

FIRST-THE SEED

There is no substitute for quality seed, and America's seed producers strive to produce the highest quality products for every occasion. In that same light, ASTA strives to provide the highest quality representation for the seed industry at the local, state, national and international levels. No matter the production type for which you produce seed, or the variety of seeds that you produce, we represent your sector of the industry. From alfalfa to zucchini, from conventional to organic to biotech, ASTA represents the entire seed industry!



betterseed.org



ASTA PROMOTES THE
DEVELOPMENT OF BETTER SEED
TO PRODUCE BETTER CROPS FOR
A BETTER QUALITY OF LIFE!

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Since 1883, ASTA has represented the seed industry on key industry issues. Working with its partner state and regional associations, ASTA represents the interests and concerns of the seed industry in the US and abroad. Wherever, and whenever, there is a need for expertise involving seed issues, ASTA and its members are there as the voice of the industry.

If your company is involved in the seed industry, we invite you to join the association that represents your interests. In this case, more is better. A large, diverse membership leads to a stronger, more informed voice on key seed industry issues. ASTA needs your voice and your support.

For more information on how to join ASTA, contact Director of Internal Communications and Member Engagement **Ellen Zimmerman** at (703) 837-8140 or ezimmerman@betterseed.org.

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BETTER SEED
BETTER LIFE



FROM ALFALFA TO ZUCCHINI

ASTA has more than 700 members from around the world that drive its agenda and priorities. Whether your company is a global organization, or is focused on a niche, local market—you have a voice at ASTA.

The following are the key issues that ASTA members have identified as critical to the long-term success of the industry and are therefore ASTA's key focus areas.

- **Intellectual Property Rights Protection**

Advancing the use and respect of intellectual property rights for the seed industry in the United States and globally

- **Domestic Policy and National Issues**

Serving as the respected voice on legislative and regulatory domestic policy and other national issues impacting the seed industry

- **State Issues**

Providing an effective national resource to assist in resolving state and local seed trade issues

- **International Programs**

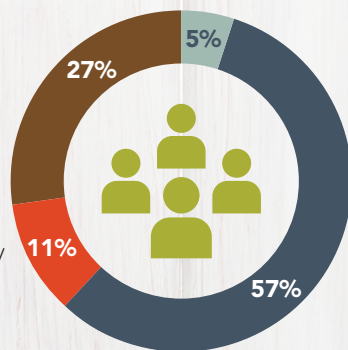
Improving opportunities for ASTA member companies to do business in international markets

- **Communications**

Acting as the leading, coordinated voice for the seed industry, and providing high-value resources and information for its members

ASTA MEMBERS

- Seed Industry
- Regional & State Associations/
Universities/Government
- Seed Industry Suppliers
- International Companies



When you join ASTA, the benefits of membership are available to all of your employees.

These include:

Business Development

- Relationship and business building opportunities at ASTA events
 - Farm and Lawn Seed Conference: November, Kansas City, Missouri
 - Corn, Sorghum, and Soybean Seed Research Conference (CSS) : December, Chicago, Illinois
 - Seed Expo (trade show including equipment): December, Chicago, Illinois
 - Vegetable and Flower Seed Conference: January/February, rotates from East to West Coasts
 - Policy & Leadership Development Conference: Location varies (every three years, it's held in Washington, D.C.)
- Access to ASTA member directories
- Introductions to international seed companies and government representatives

Advocacy

- Information on public policy initiatives and actions
- Opportunities to contribute to and/or to lead policy debates on legislative and regulatory issues
- Leadership opportunities on working groups and committees
- Meetings with legislators and regulators
- Representation

Special Access & Assistance

- Intervention in international seed movement problems
- Ability to post job openings on the ASTA website
- Reduced event registration fees

"Every man owes part of his time and money to the business or industry to which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve the conditions within his sphere."

— Teddy Roosevelt

You owe it to your industry; you owe it to your company. Now is the time to join ASTA.

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Community and Information

- Forums to connect with fellow members of the industry to discuss shared opportunities and obstacles
- Regular news about the industry via the Seed E-News

Professional Development

- Educational sessions on science, trade, policy, economics, and other industry issues
- Reduced rates to attend ASTA's Management Academy at Purdue University
- Membership in FuSE (Future Seed Executives)
- Seed Ambassador Leadership Team (SALT)