CLA-RISE
Jane DeMarchi
VP, Government and Regulatory Affairs
American Seed Trade Association
About ASTA

Founded in 1883, the American Seed Trade Association (ASTA) is one of the oldest trade organizations in the United States.

ASTA’s membership:

• Roughly 700 members involved in seed production and distribution, plant breeding, and related industries worldwide
• Representing everything “from alfalfa to zucchini”
Why Seed Treatments Are Important

• Allows for the right amount of product to be applied at the right time.
• Decreases the number of spray applications of agrichemical products.
• Provides necessary protection to seeds so plants have strong, healthy start.
• Encourages conservation tillage practices.
New tools to reduce dust-off during planting

• Enhancing seed coating polymers and application procedures
• Developing new flow agents to use during planting
• Implementing ISO plating equipment standard to better control dust emissions in new planters.
Promoting Stewardship Together
Guide to Seed Treatment Stewardship

- Guides for seed treatment applicators and farmers
- Handouts and videos

http://seed-treatment-guide.com/
Applicators: Guide to Seed Treatment Application

Sections
1. Selection of Treatment Products
2. Application of Seed Applied Technologies
3. Treated Seed Labeling
4. Storage of Seed Treatment Products and Treated Seeds
5. Discarding of Seed Treatment Products and Treated Seeds
Farmers:
Guide to Handling, Planting and Disposal of Treated Seed

Sections

1. Safe Handling and Transport of Treated Seeds
2. Storage of Treated Seeds
3. Planting of Treated Seed
4. Disposal of Excess Treated Seeds
Additional Resources in the Guides

• Key to Acronyms
• Seed Treatment Glossary
• Links to:
  • EPA and USDA regulations
  • State seed laws and regulations
  • Stewardship, disposal and training resources
  • Additional labeling information

www.seed-treatment-guide.com
Increased Interest in Reducing Exposure to Birds and Small Mammals

Additional Resources: Handouts
Available on: https://seed-treatment-guide.com/
Guide to Seed Treatment Stewardship 2018-2019

- Presentations at grower meetings
- Newsletter stories
- Ads in grower publications
- Social Media
- Public Service Announcements with National Association of Farm Broadcaster
  - Plant
  - Harvest
Social Media: #Plant19

Follow Directions
Follow directions on treated seed container labeling for handling, storage, planting and disposal practices.

Eliminate Weeds
Eliminate flowering plants and weeds in and around the field prior to planting.

Minimize Dust
Use advanced seed flow lubricants that minimize dust.

BeeAware
At planting, be aware of honey bees and hives located near the field, and communicate with beekeepers when possible.

Clean and Remove
Completely remove all treated seed left in containers and equipment used to handle harvested grain, and dispose of it properly. Keep all treated seed out of the commodity grain channels.

Facebook: @BetterSeedBetterLife
Twitter: @Better_Seed
www.seed-treatment-guide.com
Pollinator Habitat Improvement

• Continued interest at State, Federal and NGO level. Many initiatives.

• Opportunities for cost-share for farmers
For more information contact:

Jane DeMarchi, American Seed Trade Association

jdemarchi@betterseed.org