



## President's Column

### To: Members & Friends

Now is not the time for us to let business activity get us pessimistic. We all have a lot we can be thankful for and that we can continue to build on. It's a time for regrouping and really searching for solutions to over-come the giant challenges before us. I was invited to

initial meeting to get cooperation in Florida to form a Florida Agribusiness Council. This effort is aimed to bring more of the groups involved in Agriculture together, to co-operate on common issues both in Florida and internationally. You will be hearing more about this over the next few weeks. All of us have to be more involved with our associations, to build better proactive methods of dealing

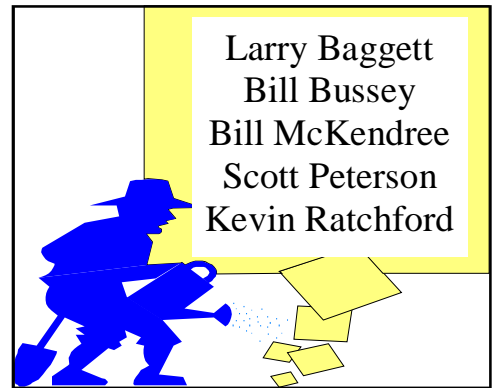
issues. We in the Florida Seed Association intend to stay at the fore in all these activities to allow us to help work together to cooperate with our members and others in Florida Agriculture business to progress toward our goals of growth and prosperity. We need each of you to be involved and active.

Dick Ellis,

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# WELCOME TO OUR NEW MEMBERS



**Larry Baggett**, B & B Seed, Inc., 1879 Hwy 71, Marianna, Florida, 32448. Telephone number 904-482-5466. Larry is President of B & B Seed, Inc., that specializes in custom production and conditioning of wheat, oats, soybeans, browntop millet and iron & clay peas. B & B also owns a large farming operation that complements its modern seed conditioning facility.

**Bill Bussey**, Rogers Seed Company, 1004 Cherry Lane, Wellington, Florida, 33414. Telephone number 407-371-9440. Bill has been with Rogers since last August. He is their new Product Specialist serving Florida from Gainesville, South.

**Kevin Ratchford**, Petoseed Company, Inc., P.O. Box 2323, Ft. Myers, Florida, 33932. Telephone number 941-765-8788. Kevin is a Petoseed Co., Technical Service Specialist for the Southeast. He is a crop care specialist with excellent skills in identifying and diagnosing plant problems.

**Bill McKendree**, Florida Genetics Corporation, 12085 Research Drive, Suite 120, Alachua, Florida, 32615. Telephone number 904-462-0895. Bill is President of Florida Genetics Corp., a genetics service laboratory recently established in North Central Florida that provides molecular genetics laboratory services and consultation to commercial, academic, and federal laboratories. Bill is also working in the area of plant DNA typing.

**Scott Peterson**, Johnson Plants Inc., P.O. Drawer 0, Immokalee, Florida. Telephone number 941-657-3405. Scott is manager of Johnson Plants, Inc., a greenhouse operation that specializes in the production of tomato, pepper, watermelon and other type transplants. He has an excellent background in identifying and diagnosing plant problems in the plant house and field.

## From Tallahassee

We have been notified that due to budgetary constraints, the 1996 Florida Agriculture Showcase will not be held during the 1996 Legislative Session. It is the desire of Florida Department of Agriculture & Consumer Services to continue the tradition of exhibiting Florida agriculture to Florida's leaders. Therefore, the showcase will become a bi-annual tradition. The 1997 Florida Agriculture Showcase will feature exciting entertainment, informative exhibits, and outstanding food made from Florida commodities. FDACS wishes to thank us for our continued support of Florida agriculture and invites everyone to join them for the 1997 Showcase.



## Southern Seed Certification Association Holds 1st Annual Membership Meeting

The Southern Seed Certification Association held its first annual membership meeting in March at the Seed Technology Center in Auburn, Alabama. Dr. Vance Watson, Executive Vice President of the Association of Official Seed Certification Agencies, Mississippi State, Mississippi, gave an opening address on the *continuing evolution of seed certification agencies today*.

Dr. Bob Burdett made a review of operational procedures for the new Southern Seed Certification Association. Association membership, Commodity Standards and Regulations, Application for Certification, Inspection Procedures, Reports and Tagging were all addressed in detail by Dr. Burdett.

The Association elected new Officers and Directors as follows: President Jim Kelly, Vice President Sammy Brown, Directors Glen Barber, Glen Forrester, Raymond Robinson and Rex Wilson.

Anyone interested in applying for Seed Certification can obtain the Association Bulletin of Standards and Regulations and Application forms for Certification from: Southern Seed Certification Association, P.O. Box 2619, Auburn, Alabama, 36831. Telephone 334-821-7400.

## North Carolina Crop Improvement Association News Reports

### New Labeling Regulation

by Jim Warren

The trend in a number of states is for the “release” of seed lines to private companies who then market them under brand names for product identification rather than as varieties. North Carolina law has traditionally prohibited this practice by requiring seed products sold with a brand name or designation to be labeled with variety name or names on the seed analysis label.

During the 1995 session of the North Carolina legislature, the seed law was amended to enable, by regulation, the requirement that certain named kinds of seed be sold only by variety name. The provision prohibits the use of “variety not stated” labeling on these designated kinds.

On December 7, 1995, the North Carolina Board of Agriculture passed a regulation which will require that the variety name be stated on the seed analysis label for the following kinds of seed: cotton, field corn, peanuts, soybeans, tobacco and wheat. The effective date was February

## From the Archives Of Edgar Martin

“It’s unwise to pay too much, but it’s worse to pay too little. When you pay too much, you lose a little money— that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot—it can’t be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.”

### ASTA Announces New Executive Vice President

Dean Urmston became the new Executive Vice President of the American Seed Trade Association (ASTA) on March 1, 1966.

Urmston is replacing Dave Lambert, who started with ASTA in 1980, as director of legislation and regulatory affairs. In 1990, Dave was appointed executive Vice President. Upon retirement Dave and his wife, Edie, will continue to reside in the Washington, D.C. area.

Urmston is leaving W-L Research after nineteen years

# Calendar of Events

## 1996

<b>May</b>	<b>30</b>	<b>Florida Foundation Seed Producers, Inc. Annual Membership Meeting, Marianna, FL.</b>
<b>June</b>	<b>4-6</b>	<b>Florida Seed Association Convention The Historic Lakeside Inn, Mt. Dora, FL.</b>
<b>June</b>	<b>23-27</b>	<b>113th ASTA Annual Convention, The Phoenician, Scottsdale, AZ.</b>
<b>June Agencies</b>	<b>16-20</b>	<b>Association of Official Seed Certifying Annual Convention, Milwaukee, WI.</b>

## FSA Board of Directors Change

Due to a recent change in her employment, Susie Bradley tendered a letter of resignation to the Florida Seed Association, Board of Directors. Susie reported she would no longer be active in agribusiness or the Association. We will all miss Susie and wish her well in her new endeavors.

The Board of Directors elected Steve Seaton, Pennington Seed Co., Orlando, Florida, to fill the resulting unexpired Director's term. We appreciate Steve's willingness to serve and welcome him to the Florida Seed Association Board of Directors.



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