



The Guide to

Seed

Treatment

Stewardship



Summary

- Background
- The Guide
- Communication and Outreach
- Cooperative Partners
- Contact Information



American Seed Trade Association

- Founded in 1883
- Located in Alexandria, Va.
- More than 700 members involved in seed production and distribution, plant breeding, and related industries in North America
- An authority on plant germplasm, ASTA advocates science and policy issues of industry importance



CropLife America

- Established in 1933
- Located in Washington, DC
- Represents the developers, manufacturers, formulators and distributors of plant science solutions for agriculture and pest management in the US.
- Member companies produce, sell and distribute virtually all the crop protection and biotechnology products used by American farmers.



Background

- ASTA planned to develop a program to reflect industry changes
- Complementary to ASTA's Guide to Seed Quality Management Practices
- Pollinator and abraded dust issues in Europe prompted call to action
- ASTA/CLA collaborate on seed treatment stewardship practices



Background

- Developed by ASTA Stewardship Comm., Seed Treatment Environment Comm. and CLA Seed Treatment WG
- US focused, future vision - roll out to other regions with modifications as necessary
- Touch all aspects of Seed Applied Tech.
- Ensure bee/pollinator health addressed
- Stewardship practices across crops and treatment segments



The Guide: Audience/Stakeholders

Primary Audience:

ASTA & CLA members and the Grower community; Seed treatment product and treated seed users

Secondary Audience :

EPA/state regulators, USDA, ASTA/CLA customers, food processors, channels of commerce, academic

Additional Stakeholders:

NGO, Media, International orgs and regulatory bodies



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How can I protect my treated seeds?

What environmental factors should I consider when planting treated seed?

Am I following state and federal regulations for treated seed?

What should I do with unused treated seed?

How do I store treated seeds safely?

www.seed-treatment-guide.com



The Guide: Contents

- Overview of Seed Treatment
- Definition of Seed Treatment
- Section 1: Use of Seed Treatment Products, and Safe Handling, and Transport of Treated Seeds
- Section 2: Environmental Stewardship
- Section 3: Selection of Treatment Product
- Section 4: Commercial Application of Seed Applied Technology
- Section 5: Treated Seed Labeling
- Section 6: Storage of Seed Treatment Products and Treated Seeds
- Section 7: Planting of Commercially Treated Seed
- External Resources – Acronyms - Glossary



Communication and Outreach

- Stand Alone Website–March 22.
- 3-5 Minute Video
- Marketing Brochure-Customizable
- Traditional and Social Media Outreach
- Webinar, Presentation Materials & Talking Points
- Newsletter Content
- Advertising Copy and Creative
- 3rd Party Resources on Website



Website

- <http://seed-treatment-guide.com/>



GTSTS Website Under Construction

The Guide to
Seed Treatment
Stewardship

Welcome to ASTA and CropLife America's jointly produced and soon-to-be-released Guide to Seed Treatment Stewardship, an all-in-one guide to handling and managing treated seed effectively.

Under Construction

Sign up below for notifications about the site and Guide – and you could be one of two \$500 winners! [Click here](#) for contest rules.

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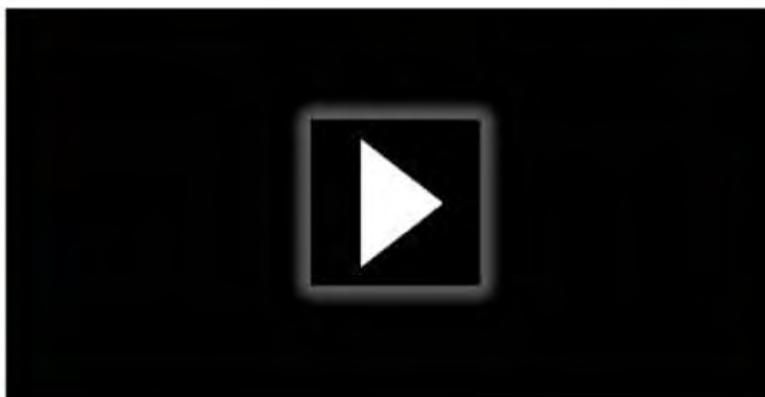
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CropLife
★ AMERICA ★



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The Guide Disclaimer



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The Guide

- Safe Use of Seed Treatment Products and Safe Handling and Transport of Treated Seeds
- Environmental Stewardship
- Selection of Treatment Product
- Commercial Application of Seed Applied Technology
- Treated Seed Labeling
- Storage of Seed Treatment Products and Treated Seeds
- Planting of Commercially Treated Seed

About

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Media

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- Images
- Advertising

Communication and Outreach

- Outreach efforts target grower groups, state agribusiness and agrichemical groups, ag retailers and others.
- **Initial roll out in time for April Planting.**



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