

2024 Seed Industry Conference

Sudwerk: Conference Room
2001 2nd Street
Davis, CA 95618

California  Seed Association



**November 7,
2024**



**9:30am –
3:30pm**



**Davis,
California**



1521 I Street, Sacramento, CA 95814 (916) 441-2251 / Fax (916) 446-1063 / www.calseed.org

California Seed Association

Dear CSA Members:

Who Benefits From Attending The Seed Industry Conference?

The 2024 Seed Industry Conference (SIC) is a must-attend event for anyone eager to learn the latest insights on a wide range of topics relevant to the seed industry. Whether you're an industry veteran or just starting your career, SIC offers valuable information that will impact your work and broaden your understanding of the seed sector.

Our lineup of expert guest speakers—each with decades of experience—will share their knowledge and firsthand experiences across a variety of topics. Their presentations are designed to inform, inspire, and prepare you for the evolving landscape of the seed industry.

The day kicks off with presentations on launching new seed products, navigating regulatory rules and laws affecting seed production, fostering collaboration between industry, CDFR, and County Ag Commissioners, bee health in relation to seed production, and the National Seed Health System. After a break for lunch and networking, the afternoon will feature discussions on seed health testing, collaboration for plant pathogen strain identification, a seed company perspective on seed movement, certification and isolation mapping, a compelling look at the FBI's role in combating seed espionage and best practices for field sanitation and biosecurity. Each session will include time for questions, giving you the opportunity to engage directly with our expert speakers.

Whether your employees have decades of experience or are new to the industry, they'll leave with valuable knowledge and fresh insights. Students are also encouraged to attend, and we offer a special student registration rate to ensure the next generation of industry leaders can take part.

We're confident that the 2024 Seed Industry Conference will be a highly beneficial experience for all who attend!

Sincerely,

*Greg Cassel
Ag Seeds Unlimited/CSA President*

2024 SEED INDUSTRY CONFERENCE PROGRAM

The Seed Industry Conference (SIC) is an educational event that is planned and coordinated by the California Seed Association (CSA). The basic purpose of the conference is to provide key production and field employees of seed operations with an educational program consisting of both managerial and technical information specific to the industry. The SIC emphasizes practical skills and techniques that are of direct and immediate benefit to the participants. Some of the participants who attend the SIC may not attend the CSA Annual Convention, this conference provides an opportunity to network with others in the industry. The SIC also gives the association the opportunity to showcase some of the current programs and activities of CSA.

Schedule for Thursday, November 7, 2024

- 9:30 am **Registration**
CSA Welcome and Acknowledgements *by Greg Cassel, Ag Seeds Unlimited/CSA President*
- 9:35 am - 10:05 am **From Innovation to Market: Launching New Seed Products**
by: Kraig Kuykendall, Tozer Seed America
- 10:05 am - 10:30 am **Regulatory Rules and Laws: Impacts on Seed Production and Navigating the Landscape**
by: George Gough, Bayer CropScience
- 10:30 am - 11:00 am **Collaborative Partnerships: Seed Industry, CDFCA County Inspectors, and County Ag Commissioners**
by: Hana Yokoyama, CDFCA and Humberto Izquierdo, Yolo County Ag Commissioner
- 11:00 am - 11:30 am **National Seed Health System (NSHS)**
by: Wayne Wiebe, HM Clause
- 11:30 am - 12:00 pm **Bee Health and Seed Production: The Vital Role of Honey Bees**
by: Elina Nina, PhD., UC Davis
- 12:00 pm - 12:30 pm **Lunch and Networking Opportunities**
- 12:30 pm - 1:00 pm **The Importance of Testing for Seed Health and the Different Methods**
by: Sukhi Pannu, CSP Labs, Inc.
- 1:00 pm - 1:30 pm **Collaboration for Plant Pathogen Strain Identification (CPPSI)**
by: Kelley Clark, PhD., UC Davis, Seed Biotechnology Center
- 1:30 pm - 2:00 pm **A Seed Company Perspective to Seed Movement**
by: Justin Davis, Sakata Seed America
- 2:00 pm - 2:30 pm **CCIA, AOSCA Certification, Isolation Mapping, OECD Certification**
by: Timothy Blank, California Crop Improvement Association
- 2:30 pm - 3:00 pm **The Strategic Partnership of the FBI and Seed Espionage**
by: FBI Office Roseville (invited speaker)
- 3:00 pm - 3:30 pm **Best Practices for Field Sanitation and Biosecurity**
by: Tony Sandoval, Seeds by Design (invited speaker)
- General Questions/Answer Session/Reasons & Ways to Engage and Get Involved/Closing Remarks**
by: Greg Cassel, Ag Seeds Unlimited/CSA President

2024 SEED INDUSTRY CONFERENCE

HISTORY

The Seed Industry Conference, (SIC) sponsored by the California Seed Association, (CSA) focuses on current issues of importance to those involved in all aspects of the seed industry.

REGISTRATION

The registration fee for the conference is \$95.00 which includes lunch. Pre-registration for the conference is strongly encouraged. Special student rate is \$30.00. Please return the enclosed pre-registration form to the CSA office located at: 1521 I Street, Sacramento, CA 95814 by November 4, 2024.

LOCATION

*Sudwerk Conference Room
2001 2nd Street
Davis, CA 95618*

DIRECTIONS

From I-80 Westbound (coming from Sacramento):

*Take I-80 West towards Davis.
Use Exit 72B for Mace Boulevard.
Turn right onto Mace Blvd and continue straight.
Turn left onto 2nd Street.
Continue for about 1.3 miles, and Sudwerk will be on your right at 2001 2nd Street.*

From I-80 Eastbound (coming from Bay Area):

*Take I-80 East towards Davis.
Use Exit 72 for Mace Boulevard.
Turn left onto Chiles Road and then left onto Mace Blvd.
Turn left onto 2nd Street.
Continue for about 1.3 miles, and Sudwerk will be on your right at 2001 2nd Street.*

LODGING - (hotels within 5-15 minutes of event location)

- Holiday Inn Express & Suites: 1640 Research Park Drive, Davis, CA 95618 (530) 297-1500*
- Hilton Garden Inn Davis: 110 F Street, Davis, CA 95616 (530) 753-3600*
- Best Western University Lodge: 123 B Street, Davis, CA 95616 (530) 756-7890*
- Hyatt Place UC Davis: 173 Old Davis Road Extension Davis, California, 95616 (530) 756-9500*

2024 Seed Industry Conference Planning Committee

***Kraig Kuykendall, Tozer Seed America
Katy Soden, California Crop Improvement Association
Donna Boggs, California Seed Association***