



## **Canadian And U.S. Seed Industries To Host An Educational Unit Focusing On Trade**

The American Seed Trade Association's Future Seed Executives (FuSE) will partner with the Canadian Seed Trade Association (CSTA) to sponsor the first joint educational unit, focusing on seed trade, Oct. 26-27 in Middlebury, Indiana.

Early career seed industry professionals are encouraged to attend the educational unit, hosted by Monsanto. "Facilitating Trade of Seed between Canada and the United States," will feature a unique dialogue between Jennifer Rashet, Seed Regulatory Affairs Lead for Monsanto USA, and Chris Anderson, Stewardship Lead for Monsanto Canada.

The educational unit will kick off with a social, hosted by CSTA, Oct. 26 from 6-8 p.m. at the Essenhaus Inn and Conference Center. Attendees will reconvene at 8:30 a.m. Oct. 27 at the conference center, located at 240 U.S. 20 in Middlebury, Ind.

"Attendees will receive first-hand information about seed trade between the United States and Canada," says Peter Bratney, FuSE vice chairman.

Tagging and labelling, seed treatment, naming and use of names and phytosanitary requirements regarding seed exports to Canada and the United States will be discussed. In addition, participants will learn about regulatory issues pertaining to the export of seed, and the challenges and opportunities such as variety and seed treatment approvals and intellectual property rights that will impact future trade. The unit will wrap up with a tour of the Monsanto plant in Constantine, Mich. Participants will have the opportunity to see the plant in motion, processing corn seed for export to Canada.

"We are very excited to work with ASTA's Future Seed Executives to bring this educational unit to the Canadian and U.S. seed industries," says Stephen Denys, chair of CSTA's External Relations Working Group. "Training and professional development are a top priority for the Canadian Seed Trade Association and this educational unit will bring value to seed industry participants on both sides of the border."

Registration is \$100 for both ASTA and CSTA members and \$150 for non-members, which includes lunch and refreshments. Interested individuals must register by Oct. 27. Participants are encouraged to reserve a room at the Essenhaus Inn by calling 800-455-9471 or visiting <https://secure.igres00391.com/igreservations/reservations.html>. A registration brochure is available at [http://amseed.org/mtg\\_fuse\\_events.asp](http://amseed.org/mtg_fuse_events.asp) or [http://www.cdnseed.org/news\\_meetings/news.asp](http://www.cdnseed.org/news_meetings/news.asp).

*For questions and additional information, contact Anna Burks, ASTA manager of international and domestic programs and FuSE Committee staff liaison, at 703-837-8140, [aburks@amseed.org](mailto:aburks@amseed.org) or Patty Townsend, CSTA vice president, at 613-829-9527.*