

University of Minnesota Oat Breeder Retires



Dr. Deon Stuthman

Dr. Deon Stuthman has retired after 42 years of oat breeding and improvement at the University of Minnesota. On June 22, family, colleagues and friends gathered to honor him at a retirement reception in Borlaug Hall. A native of Nebraska, Dr. Stuthman attended the University of Nebraska/Lincoln and earned his Masters and PhD at Purdue University. He came to Minnesota the fall of 1966 to become the full-time oat breeder.

During his tenure at the University of Minnesota, he has led the effort to develop improved oat varieties for the upper Midwest. He also became actively involved in an international oat breeding program and its efforts to develop stem rust resistant varieties for Mexico. The program evolved over the years working to improve overall yield, select lines with resistance to crown rust, smut and Barley Yellow Dwarf Virus and varieties with increased grain quality such as fiber and protein for their potential health benefits. Since his arrival 18 new cultivars have been released by the University of Minnesota including Moore, Starter, Milton, Richard and Winona.

Dr. Stuthman would be the first to acknowledge that the release of a variety is not because of the work of one person but through the cooperative effort of many individuals. Individuals from a wide array of disciplines including research technicians, plant pathologists, USDA scientists, Research and Outreach Center staff, cooperators from neighboring states and

around the world, as well as millers and food manufacturers contribute to the development of a new variety. He also greatly appreciates the support of Quaker Oats for oat research and variety development. He believes that without the financial support of Quaker Oats the oat breeding efforts in Minnesota and perhaps the United States would have disappeared many years ago.

He has advised and mentored over 50 graduate students during his tenure at the University. He has published numerous manuscripts and papers throughout his career. Several times throughout his career Dr. Stuthman has been recognized by his peers. He was recognized by the American Society of Agronomy and most recently in 2008 he was elected as a Fellow of the American Association for the Advancement of Science, (AAAS), an honor which recognizes individuals for their contributions to science and technology. He has served in leadership roles in many professional organizations, has been involved in several University committees and is active in his church and community.

Dr. Stuthman is optimistic that the breeding program will continue at the University. The position is likely to be redefined to divide it between oat breeding and searching for components in any of the grains that have specific medical/health benefits. This new effort will take advantage of the genomic technology available to researchers.

We congratulate Dr. Stuthman on his outstanding career and thank him for his contributions to MCIA, Minnesota seed producers and agriculture around the world. On behalf of the all the MCIA members and staff we wish him all the best.

President's Corner

Ben Lang, MCIA President/CEO

A New Look for MCIA

It is hard to believe that a year has passed since I took over the role of President/CEO here at MCIA. Judging by how quickly the year went by, I know it was a busy year for me and I believe, a productive year for MCIA.

Last year in this column, I stated that I place a high priority on communications. One of the communications issues we addressed this year was to put in place a system to effectively track and monitor customer feedback. Capturing feedback from members is key to keeping our programs efficient, competitive and relevant in a rapidly changing agricultural and food industry. We are now utilizing the new system to capture input from program users and it has resulted in a number of program changes including standards revisions and streamlined procedures and other improvements. We are convinced that responding positively to customer feedback will make MCIA a better organization.

But that is only one aspect of communications that we are seeking to improve. When talking about the variety of services MCIA now performs with long time MCIA customers or others familiar with the history of the organization, I often hear comments such as "I didn't know MCIA does that?". Obviously, we have done a better job of expanding the number of programs we offer than we have of telling the world about them. How we are perceived is often the result of the message we convey about ourselves through our publications, communications and other interactions with our members and the public at large.

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President's Corner

Ben Lang, MCIA President/CEO

A New Look for MCIA cont.

We discussed this issue at length at the June MCIA Board of Directors meeting and the Board agreed that it is time for MCIA to undertake a reinvention of its image and the way it communicates what it offers.

Over the next year, MCIA will redefine its marketing message to make it consistent with the current expanded service offerings and more diverse customer base. We will update our website – today's equivalent of a storefront - to make the website easier to navigate, more visually appealing and serve the needs of program users, product buyers and potential clients. We will redesign our promotional pieces, displays and publications (including this newsletter) to ensure they are attractive and are readily identifiable as MCIA materials. We will seek to project the image of the sound, professional and diversified organization that MCIA has become over the past 100 years. All this will be done with the goal of ensuring that your involvement with MCIA is a positive and rewarding relationship that helps you meet your business goals.

Chairman's View

James Hunzeker, Board Chairman

I recently returned from the MCIA summer Board of Directors meeting held in Detroit Lakes, Minnesota. MCIA closed the 2008/2009 fiscal year on May 31, 2009. Subject to the auditor's approval, the bottom line is in the black at about 10% of Revenues. It is my understanding that this last year is one of the best in recent years. This was achieved by a combination of factors, not limited to but including, diversifying revenue streams, continued strong Foundation seed sales, the leadership of our new President/CEO, Ben Lang and the efforts of our committed staff.

The first day of the meeting was spent on organizational planning; the second on the business portion of the agenda. The budget and compensation committees met in the morning of the first day while the afternoon was committed to a discussion of how to present and market the old and new MCIA. The new being the nontraditional services offered by MCIA such as Organic Certification, Insect Refuge Management audits, Carbon Credit Verification, Source Identification for native seeds and Noxious Weed Seed Free Forage and Mulch Certification. Part of the meeting involved the decision to employ the services of Group Leaf, LLC. to start the MCIA makeover as discussed the first day. Mary Hanks and David Boehm from the Board along with MCIA staff will spearhead the operation. Areas to be considered are brand identity, brand positioning/naming, logo redesign, newsletter redesign, website, social media, PR/advocacy/advertising, and marketing materials. As Group Leaf, LLC. specializes in agriculture marketing, several board members expressed an interest in contracting Greg Leaf about services for their companies.

After lengthy discussion the second day, the 2009/2010 budget was approved. As with many employers, MCIA faces challenges with rising costs of employee health care, building maintenance and other costs related to its operations. Carefully managing spending and aggressive marketing of its services will be needed in the coming years for the organization to continue to succeed.

So, what does this all have to do with seed? "For whatsoever a man soweth, that shall he also reap". I guess it's my way of saying that although our membership has different businesses; we all operate under a business philosophy. It has been said that a new college graduate will change jobs every 2 years going forward. The jobs students are training for do not yet exist. Times change and so must we. I feel honored to participate on a Board that along with the CEO and staff are forward thinking and looking to the future. MCIA has been around 100 years and is looking forward to serving you the next 100 years. Good luck in our unpredictable future.

Organic Corner

Michelle Menken, Organic Coordinator

In June, I attended the All Things Organic tradeshow in Chicago where the NOP held organic certifier training. The NOP is developing some on-line training modules. The first to be released will be a labeling module. We were able to see part of it during training and it looks quite good. It will be released to the certifiers first for trial and then will be available to the public. The consensus of the exhibitors at the trade show seemed to be that organic consumption is continuing to grow though at a slower rate than in the past.

The USDA and the Canadian Food Inspection Service announced an organic equivalency agreement at the trade show. This means, except for hydroponics, aeroponics, and sodium (Chilean) nitrate which are expressly prohibited by the Canadian rule, the US and Canadian standards are deemed equivalent and goods certified under either system can be labeled "organic" and use both the USDA Organic logo and the Canada Organic Biologique logo.

MCIA is also forming an agreement with a Canadian partner, CSI (Canadian Seed Institute/Centre for Systems Integration), to provide JAS and EU certification. MCIA staff and inspectors were trained by CSI at the beginning of June and we are now proceeding to work through our forms to eliminate duplication. MCIA will provide NOP certification and CSI will provide the JAS/EU certification and MCIA will provide the inspection services for both. More information will be forthcoming as we work through all the agreements.

Foundation Seed News

Roger Wippler, Manager Foundation Seed

A combination of factors led to a decrease in Foundation seed sales in 2009. A good wheat seed crop in 2008 and late planting conditions this spring resulted in lower demand for Foundation wheat and barley seed. Brick, a South Dakota release and Sabin, from Minnesota, are new varieties this year. Faller and RB07 continue to yield well and not surprisingly were the most requested older varieties. Barley sales were down this year with demand for Rasmusson lower than expected.

Oat sales increased slightly this year with strong interest in varieties from other states as growers look for better performing varieties. Farmers will have more choices next year as seed producers requested three varieties not grown previously in Minnesota and seven others from neighboring states that previously were only grown on very limited acreage. Colt, a new release from South Dakota and Kame were the most popular varieties.

Interest in soybeans continues to vary; there was more demand for general purpose conventional varieties and continued strong interest in specialty soybeans. Sales of specialty soybean and contracted soybean varieties decreased slightly due to lower yields last year. The following table compares previous annual sales.

Annual Foundation Seed Sales 2005-2009

	2005	2006	2007	2008	2009	% Change **
Wheat	13,563	11,296	15,200	19,842	13,638	↓ 31%
Oats	4,288	4,298	3,400	3,640	4,442	↑ 7%
Barley	667	531	2,200	2,600	1,144	↓ 44%
Soybean	5,055	1,260*	3,295	3,530	3,226	↓ 9%
Total	23,573	21,404	24,095	29,612	22,750	↓ 23%

* 2006 year does not include specialty soybeans

** % Change is between 2008 and 2009

Advertising Space Available in the MCIA Directory

Are you looking for a reasonable way to reach people interested in seed or seed related products and equipment? Why not advertise in the 2010 MCIA Directory. The Directory is mailed to approximately 1,500 seed producers, conditioners, wholesalers, retailers and many more in the agri-business industry. It is also available online year round. Please plan to submit your ad by August 17. Look for more information to be mailed soon or to make sure you get a preferred page in the Directory, give us a call for more information at 1-800-510-MCIA.

Advertisement rates:

Centerspread (15" x 10")	\$700.00
Inside Front Cover (7-1/2" x 10")	450.00
Inside Back Cover (7-1/2" x 10")	350.00
Full Page Center (7-1/2" x 10")	300.00
Full Page (7-1/2" x 10")	275.00
1/2 page horizontal (4-3/4" x 7")	200.00
1/2 page vertical (3-3/8" x 9-3/4")	200.00
1/4 page (3-3/8" x 4-3/4")	125.00
1/8 page (3-3/8" x 2-3/8")	75.00

2009 Midwest Specialty Grains Conference and Trade Show

The Midwest Shippers' Association, a cooperative regional trade association made up of growers, handlers, and processors of US Upper Midwest identity preserved (IP) specialty grains, is hosting the 6th annual Midwest Specialty Grains Conference and Trade Show, September 1-3, 2009 at the Sioux Falls Sheraton & Convention Center in Sioux Falls, SD. For more information contact Bruce Abbe at 952-253-6231 or www.grainconference.com.

Part-time Field Inspector Job Openings

We are still looking for part-time field inspectors for the coming field inspection season.

Visit us on the web at: www.mncia.org, or contact the office at 1-800-510-6242 for information and an application.

State Fair Certified Seed Show

Save your certified seed samples for the State Fair including perennial ryegrass and native grasses. The Ag-Hort Bee Rule and Premium books can be found online at www.mnstatefair.org, look under the competition banner or call the State Fair Office at 651-288-4417. Prepare your samples now for entry to the fair.

6th Annual North Central Seed Conference

The Northern Seed Trade Association will be holding the North Central Seed Conference in Winnipeg, Manitoba, Canada July 22-24 at the Clarion Hotel. For more information, contact Kam Blight, NSTA President, at kam@bnsfld.ca.

The Minnesota Seed Grower

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MISSION STATEMENT

Minnesota Crop Improvement Association is an organization dedicated to improving the productivity, profitability and competitive position of producers, processors, and distributors of agricultural products by providing services to enable them to provide high-quality products to Minnesota, the United States and the World.

**Save the Date**

MCIA Annual Meeting is set for January 7-8, 2010 at the Shooting Star Casino in Mahanomen, MN

The Minnesota Seed Grower

Published quarterly by the
 Minnesota Crop Improvement Association
 1900 Hendon Avenue
 St. Paul, MN 55108
 Periodicals postage paid at St. Paul, MN.
 Publication No. 352240

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Small Grain Field Inspections

Please be sure your small grain seed field is inspected before you harvest. If you have any doubts, contact your field supervisor or the MCIA office. Don't harvest unless you are sure it has been inspected.

We can still accept applications for field inspections, if you need to add a field, contact the MCIA office or your field supervisor. A late fee may apply.

Upcoming Field Inspection Deadlines

July 15 - Soybeans - Seed Certification, IP Grain, QA & other pre-harvest inspections

Calendar

July 22-24 - North Central Seed Conference, Winnipeg, Manitoba, Canada

August 4-6 - FarmFest, Redwood Falls, MN

August 27-September 7 - Minnesota State Fair

September 1-3 - Midwest Specialty Grains Conf. & Trade Show, Sioux Falls, SD

September 7 - MCIA Office Closed

November 20 - MCIA Board Meeting, St. Paul, MN

January 7-8, 2010 - MCIA Annual Meeting, Mahanomen, MN

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