

From: [Bryan Gentsch](mailto:Bryan.Gentsch@tamu.edu)
To: wlr@tamu.edu; b-bean@tamu.edu; ctrostle@ag.tamu.edu; dgibson@texascorn.org; cleve@gtseed.com; dfromme@ag.tamu.edu; dbaltensperger@ag.tamu.edu; croptest@ag.tamu.edu; dswink@crosbytonseed.com; g-peterson1@tamu.edu; gregory.l.steele@monsanto.com; jallison@pegasusbb.com; jerry@gtseed.com; jblumenthal@ag.tamu.edu; kerry_mayfield@tamu.edu; mhussey@tamu.edu; sethmurray@neo.tamu.edu; t-isakeit@tamu.edu; td-miller@tamu.edu; wcleland@mindspring.com
Subject: TSTA Weekly Update October 1, 2009
Date: Thursday, October 01, 2009 9:07:20 AM
Attachments: [TSTA Weekly Update October 1, 2009.pdf](#)

Dear TSTA Friend,

Remember the deadline for room block reservations at the Hyatt Lost Pines is October 14th!

Attached please find the October 1, 2009 edition of the TSTA Weekly Update.

In this issue:

Sen. Grassley: Cap-and-Trade Climate Change Bill Unlikely This Year

More About the Roundup Ready Sugarbeet Ruling

Crop Progress: Only 37% of Corn is Mature, Five Year Average is 72%

Golden Acres Introduces Trait Value Calculator Connecting Farmers to a Digital Age

New Tool to Analyze Seed Test Plot Data Released

U.S. 2009/10 Rough-Rice Crop Forecast at 218.6 Million Cwt

NuFarm Enters Agreement to Be Acquired By SinoChem

Bryan J. Gentsch
Executive Vice President
Texas Seed Trade Association
P.O. Box 29987
Austin, TX 78755
Ph 512-944-5052

Bryan J. Gentsch, Ph.D.
Managing Director
Association Strategies
P.O. Box 685064
Austin, TX 78768-5064
Ph 512.458.8991
Cell 512.413.9766
www.associationstrategies.net

Texas Seed Trade Association

Weekly Update



October 1, 2009

CONVENTION NEWS

Great news concerning our upcoming Annual Convention! Mr. Jim Thrift, Vice President for Legislative & Regulatory Affairs, for the Agricultural Retailers Association in Washington, D.C. has confirmed as our guest speaker at the President's Breakfast on Tuesday morning November 17th. Jim serves on a large number of committees and panels representing agricultural interests with various agencies in D.C. including Homeland Security and the Environmental Protection Agency. Mr. Thrift is a consummate D.C. insider, who happens to have started out as a California farm boy, who will share his insights about how and where we might expect the Obama Administration to direct policy that affects agriculture. Mr. Thrift possesses not just considerable insight but is a gifted communicator as well. Don't miss this!

As we reported last week Mr. Bob Treadway will be our primary General Session facilitator. Bob is one of very few true "futurists" to be found anywhere. Webster's defines "futurist" as: one who studies and predicts the future especially on the basis of current trends, 2: one who advocates or practices futurism. You need to come and participate in Bob's session so you don't get tired of hearing "You really missed it!" You will undoubtedly gain value working with Bob that you can use in your own business.

Remember too that Texas Agricultural Commissioner Todd Staples is playing golf with us on Monday morning November 16th and will share some insights with us at the golf luncheon. As of September 1, 2009 Commissioner Staples has statutory authority over the Texas State Seed & Plant Board and the importance of this board to our association cannot be overstated.

In this issue:

Sen. Grassley: Cap-and-Trade Climate Change Bill Unlikely This Year

More About the Roundup Ready Sugarbeet Ruling

Crop Progress: Only 37% of Corn is Mature, Five Year Average is 72%

Golden Acres Introduces Trait Value Calculator Connecting Farmers to a Digital Age

New Tool to Analyze Seed Test Plot Data Released

U.S. 2009/10 Rough-Rice Crop Forecast at 218.6 Million Cwt

NuFarm Enters Agreement to Be Acquired By SinoChem

Sen. Grassley: Cap-and-Trade Climate Change Bill Unlikely This Year

Sep. 30, 2009 source: Brownfield AgNews reports *Editor's note: this is an update on last week's lead story.*

A day after telling reporters that cap-and-trade climate change legislation was dead for the year, Republican Senator Chuck Grassley of Iowa today says he's learned that Senate Environment and Public Works Chair Barbara Boxer is going to introduce a draft climate change bill in early October with tentative markup - minus the Senate Ag Committee's input.

"I've heard there might not be consideration by the committee. That there'll be just suggestion, changes in language. But I think we need to make sure that agriculture has one voice on this cap and trade legislation," says Grassley.

"If there's any segment of the American economy outside of utilities that could be hurt by a cap and trade bill it would be American agriculture."

Still, Grassley tells reporters that of the three hottest issues in Congress - health care, banking reform and cap & trade, he believes it's cap & trade that's the most controversial and least likely to come up on the Senate floor this year, "So I might suggest that the effort to push it through so fast through the House of Representatives might have done some harm to the possibility of getting cap and trade passed." The House bill narrowly passed before the Fourth of July recess.

And with next year being an election year, Grassley says he believes it would be difficult to pass cap & trade in 2010. Although Grassley says he's no expert on predicting how things will play out.

Grassley says he does believe Senate Ag Chairman Blanche Lincoln will want to be involved in the process, "I think with her practical approach and her new leadership that she would want to make sure she's got her handprint on this piece of legislation."

House Ag Chairman Collin Peterson took a strong stand on the House cap-and-trade bill, ensuring that ag provisions benefitting farmers were included.

More About the Roundup Ready Sugarbeet Ruling

September 29, 2009 source: Red River Network reports: *Editor's note: this is a continuation of a story that began last week.*

A federal U.S. court has ruled that USDA failed to prepare an environmental impact statement before deregulating Roundup Ready sugarbeets.

The ruling is a win for critics of biotech beets, including the Center for Food Safety, Organic Seed Alliance and the Sierra Club. About 1.1 million acres were seeded to Roundup Ready sugarbeets this year in the U.S., nearly 95 percent of the total beet acreage.

The U.S. District Court for the northern district of California ordered USDA to conduct a rigorous assessment of the environmental and economic impacts of Roundup Ready beets on farmers and the environment and will evaluate other remedies in a meeting of the parties next month.

American Sugarbeet Growers Association Executive Vice President Luther Markwart looks forward to the next phase in the legal proceeding. Markwart says the question of seed availability will be brought up during the remedy phase of the proceedings. "You've got 95 percent of North America using this new technology and planting the crop; clearly, the judge has to look at that."

What the court ruling means for sugarbeet growers at this point is unclear. "We really don't know yet; as of this stage, all that happened is the judge says USDA must go back and do an environmental impact statement," said American Crystal Sugar Company President and CEO David Berg, "The judge did not say, I repeat, did not say you can't plant Roundup Ready sugarbeets; there's another meeting in the court at the end of October and in that meeting they'll discuss that additional steps will be taken and the remedies phase of the case."

Regarding seed purchases, Berg says it is "business as normal."

Monsanto Manager of Public Relations Garrett Kasper sees no change in the status of Roundup Ready sugarbeets. Kasper says the ruling was between the plaintiff and the USDA. "The ruling itself wasn't about the sugarbeets, it was about the process involved that USDA needs to take further steps in the form of an environmental impact statement; the environmental assessment was submitted as part of the deregulation process, however, Judge White has seen it differently and has requested a full EIS."

Kasper says Monsanto is looking forward to the next phase of hearings that begins October 30th. "Up until now, it's been the merits phase and now we're going to enter into the remedies phase and this will give us an opportunity to work with growers and see distributors and the industry to be able to convey to the judge why this technology is so important to farmers."

Crop Progress: Only 37% of Corn is Mature, Five Year Average is 72%

Sep. 29, 2009 source: Browfield AgNews reports

After a slow start to planting, variable weather during the growing season and recent cool temperatures, corn development and maturity remain quite a bit behind the average pace.

As of Sunday, 90% of the crop has denting, compared to 97% on average, only 37% is mature, compared to 72% for the five year average and 5% is harvested, compared to 18% on average.

It's nearly the same story for soybeans with 63% dropping leaves, compared to the five year average of 77% and 5% harvested, compared to 18% on average.

However, both crops are still in better than a year ago condition with 68% of corn in good to excellent condition and 66% of soybeans rated in the good to excellent category.

Thirty-six percent of the winter wheat crop is planted, compared to 39% on average with 13% having emerged, compared to 14% for the five year average.

The spring wheat harvest is nearly complete at 94%.

Forty-eight percent of U.S. pastures and rangelands are in good to excellent shape, up 1% from last week and 7% more than last year.

Golden Acres Introduces Trait Value Calculator Connecting Farmers to a Digital Age

The thought of farmers calculating their potential yield income on an iPhone would have sounded like madness a decade ago. It's now become a reality.

Golden Acres has introduced the [Trait Value Calculator](#). Now anyone can compare Golden Acres' Genuity VT Triple Pro hybrids to double-stack or triple-stack hybrids, as well as to any competitor's seed. Input the actual unit price of seed and planted acres, and it provides an estimated return on investment based on each farmer's yield target, acreage, trait technology advantages and the current commodity price for corn. Using the new tool Golden Acres says farmers can get a good idea which seed will yield them the most money on their farm before they buy it.

It's a calculation process that could become complicated with pen and paper, but the Trait Value Calculator makes it clear and easy. The Trait Value Calculator can be easily utilized by clicking the icon on the Golden Acres home web-page or by visiting the App Store and searching Golden Acres to download it on your iPhone or iTouch. The increasing portability of technology has allowed Golden Acres to offer farmers an added advantage in choosing the corn hybrids that make the most financial sense for their situation. As agronomic decision-making gets more complex Golden Acres feels that the Trait Value Calculator represents an important additional tool that can add substantially to a grower's peace of mind. Click on the link above to give Trait Value Calculator a try.

New Tool to Analyze Seed Test Plot Data Released

Sep. 28, 2009 source: PLAN, Inc. news release

SeedMatrix is a web-based application that simplifies variety/hybrid data management for seed companies by enabling users to analyze a myriad of seed test plot data in a simple format.

Offered by PLAN, Inc., SeedMatrix currently handles variety/hybrid data on cotton, corn, soybeans, rice, wheat and sorghum. Other crops can be added as needed.

SeedMatrix represents a revolution in advanced seed comparison technology, according to the company's CEO, Dale Logan. "There's absolutely nothing like it," he says. "Our web-based program provides seed companies the ability to access real time data updates on the internet to use internally. If seed companies are struggling with how to handle their internal test plot data, this service solves that problem, obsolescing whatever they're using today."

Other benefits include the automatic addition of public official variety trial (OVT) data. Each seed company no longer has to laboriously track down and standardize public data from multiple sources.

"Seed companies just send us their internal plot data and we import it into their database-along with pertinent public data," Logan explains. "We standardize all the data. You now have the ability to view only your data, only public data, or a composite of the two. This service benefits the smaller regional-type seed companies as well as global corporations; our clients are representative of both of those categories."

SeedMatrix can analyze the data to find the best varieties/hybrids based on multiple criteria selections, including geography, soil texture, irrigation type, as well as technology traits. For example, when it analyzes a specific variety/hybrid geographically, color coded data points are plotted on Google Maps to

vividly illustrate a variety/hybrid's strengths and weaknesses, based on its performance where it was tested.

Clients can perform numerous comparisons with their varieties/hybrids versus their competitors. "The user-friendly design enables seed companies to easily access point-and-click variety/hybrid comparisons," Logan says. "The program also customizes reports. Once the user finds a desired comparison, the software can print or email a personalized brochure or sales sheet that has been designed by the client's marketing department."

SeedMatrix also runs on the BlackBerry or iPhone. "For example, say a client's sales rep is on the turnrow and finds out that a grower or consultant is thinking about planting a competitive variety/hybrid," Logan says. "The rep can whip out his phone, run a quick comparison and show how his product outperforms a competitor's. The report can also be emailed to the grower or consultant directly from the phone."

The latest innovative web security safeguards are implemented to ensure that only the client can access his encrypted data. All data is secured and backed up. Each user has a user name and password that is linked to the client's data. Clients control and create infinite user names and passwords for their employees/customers.

PLAN, Inc. is headquartered in Collierville, Tennessee. Its CEO, Dale Logan, has been involved in data management for more than 20 years.

For more information about SeedMatrix and other PLAN, Inc. innovations, go to www.SeedMatrix.com or call or email Dale Logan at 901.277.6764 or Dale@SeedMatrix.com

U.S. 2009/10 Rough-Rice Crop Forecast at 218.6 Million Cwt

September 28, 2009 source: USDA

This month USDA raised the 2009/10 U.S. rough-rice crop forecast 4 percent to 218.6 million cwt, primarily due to a higher area estimate. At almost 3.13 million acres, rice plantings are up 107,000 acres from the June survey. The average field yield is projected at 7,051 pounds per acre, up 12 pounds from last month's forecast. By class, the long-grain production forecast was raised almost 2 percent to 152.8 million cwt, while the combined medium/short-grain production forecast was raised 8 percent to 65.8 million cwt.

Total U.S. supplies of rice in 2009/10 are projected at 270.1 million cwt, up 15.2 million from last month. At 30.4 million cwt, carryin is 34 percent larger than last month's forecast. Imports remain projected at 21.0 million cwt, the second highest on record.

Total use of U.S. rice in 2009/10 is projected at 225.5 million cwt, down 5.5 million cwt from last month's forecast. U.S. exports are projected at 96.0 million cwt, down 3 percent from last month's forecast. Total domestic and residual use was lowered 2.5 million cwt to 129.5 million. The U.S. 2009/10 ending stocks forecast was raised 87 percent from last month to 44.6 million cwt. Forecasts for both long- and combined medium/short-grain ending stocks were raised this month. The 2009/10 season-average farm price (SAFP) remains projected at \$13.65-\$14.65 per cwt, down from the year-earlier revised estimate of \$16.80 per cwt.

The global production forecast for 2009/10 is virtually unchanged from last month at 433.5 million tons (milled basis). Reductions for Pakistan, Japan, North Korea, and Taiwan were offset by larger forecasts for the Philippines and the United States. This month's global stocks forecast for 2009/10 was raised 1 percent from last month to 84.9 million tons, down 4.5 million tons from 2008/09. The U.S. and Vietnam account for most of the upward revision.

The 2009/10 U.S. rough-rice crop is forecast at 218.6 million cwt, up almost 4 percent from last month's forecast and more than 7 percent larger than last year. This month's upward revision is primarily due to a higher area estimate. At almost 3.13 million acres, rice plantings are up 107,000 acres from the June survey and more than 4 percent larger than last year. The average field yield is projected at 7,051 pounds per acre, up 12 pounds from last month's forecast and 205 pounds above the 2008/09 average field.

By class, the long-grain production forecast was raised almost 2 percent to 152.8 million cwt, virtually unchanged from a year earlier. Combined medium/shortgrain production is forecast at 65.8 million cwt, up 8 percent from last month's forecast and more than 30 percent larger than a year earlier. In 2009/10, the share of the U.S. medium/short-grain crop planted in the South is larger than last year.

Area estimates were raised this month for Arkansas, Louisiana, Missouri, and **Texas**. Estimated plantings were raised 55,000 acres from the June survey for both Arkansas and Louisiana. Missouri's 2009/10 area estimate was raised 6,000 acres and the **Texas** estimate was raised 1,000 acres. In contrast, the planting estimate for California was lowered 10,000 acres. The Mississippi area estimate was unchanged. Average yield forecasts were raised this month for **Texas** and California and lowered for Mississippi. The **Texas** yield was raised 400 pounds per acre. Other yield revisions were much smaller.

For the complete report please go to:

<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1285>

NuFarm Enters Agreement to Be Acquired By SinoChem

Sep. 30, 2009 source: NuFarm news release

Editors note: NuFarm has recently acquired at least one Texas Seed Trade Association member company

Nufarm Limited (Nufarm), world headquarters Laverton, Australia, U.S. headquarters Burr Ridge, IL, today announced that it has entered into a Heads of Agreement with Sinochem Corporation (Sinochem) in relation to a non-binding proposal for Sinochem to acquire all of the issued ordinary shares in Nufarm by way of a scheme of arrangement for a price of \$13.00 per ordinary share (the Proposed Acquisition).

Nufarm has declared a final dividend in respect of the year ended 31 July 2009 of \$0.15 per ordinary share. The proposed acquisition price of \$13.00 per ordinary share will not be reduced by the amount of this dividend.

The Heads of Agreement provides for Nufarm to work with Sinochem for a period ending 3 December 2009 (unless terminated earlier) on an exclusive basis to negotiate a Transaction Implementation Agreement. This includes a five week period in which Sinochem will undertake due diligence on Nufarm.

The execution of a Transaction Implementation Agreement is subject to Sinochem being satisfied with

the results of its due diligence enquiries and approval by Sinochem and the Nufarm Board.

Consequently, there is no certainty that a Transaction Implementation Agreement will be executed.

If a Transaction Implementation Agreement is executed, the Nufarm Board intends to unanimously recommend the Proposed Acquisition, in the absence of a superior proposal and subject to an independent expert finding that the proposed scheme is in the best interests of Nufarm shareholders.

The Transaction Implementation Agreement would be subject, among other things, to Australian (including FIRB) and Chinese regulatory approvals, Nufarm shareholder approval and court approval.

In accordance with the terms of issue of the Nufarm Step- p Securities (NSS), if the Proposed Acquisition is approved by the Court, Nufarm will have the option to redeem the NSS for cash in accordance with the NSS terms of issue. If the Proposed Acquisition is approved by the Court, the holders of NSS may also request redemption of their NSS for cash in accordance with the NSS terms of issue.

About Sinochem

Sinochem is a Beijing based state-owned enterprise with core businesses in agriculture, chemicals and energy. Sinochem is the leading fertilizer, crop protection and seeds company in China and generates revenues in these businesses of more than US\$4 billion.