

WBFI Members Only Broadcast

New Industry Alliance



Broadcast #14

August 24, 2007

American Seed Trade Association (ASTA)

We are pleased to report that WBFI has established an industry alliance with the American Seed Trade Association www.amseed.org.

ASTA is important to the WBFI and its members because of ASTA's ongoing work with issues of noxious weed seeds in agricultural seed products. Thanks to ASTA, WBFI members had the opportunity to meet with members of the American Association of Seed Control Officials (AASCO) in July.

A quick review of ASTA's divisions reveals the close association between ASTA and the issue of noxious weed seeds: Brokers-Agents Division, Corn & Sorghum Division, Farm Seed Division, Lawn Seed Division, Soybean Division, Vegetable & Flower Seed Division. ASTA standing committees address key seed science, policy and education issues.

One positive outcome from our meeting with AASCO in July is our mutual interest in establishing a joint task force of AASCO, ASTA, and WBFI members to discuss issues of noxious weed seed in bird feed. We will keep you advised as plans for the task force move forward.

An Important Member Benefit!

WBFI industry alliances bring you information and access to experts that you might not have otherwise. Other WBFI industry alliance partners are the National Fish & Wildlife Foundation (NFWF), the Migratory Bird Conservancy, Cornell Laboratory of Ornithology, and Audubon.

Thanks to WBFI's partnership with these organizations, WBFI members have realized these expert and information benefits:

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- National Fish & Wildlife Foundation: Grant for national consumer promotion of the brochure *6 Steps to turn your Backyard into a Sanctuary for Birds*
- Migratory Bird Conservancy: WBFI contributes to this organization on behalf of all WBFI members to support its mission to protect critical wild bird habitat throughout North America
- Cornell Laboratory of Ornithology: Expert assistance on information relating to wild birds and bird feeding; expert on avian influenza
- Audubon: Expert on avian influenza and information relating to wild birds and bird feeding

Meet the WBFI Noxious Weed Seed Workgroup

Here is a list of the WBFI members assisting the industry on this issue:

Vince Connolly, Commodity Marketing, Chairman

Dick Hebert, D&D Commodities

Wayne Lindberg, Sunbird (WBFI Gov't Affairs Oversight)

Gordy Kribs, North Pacific Group

Gene Perry, Perry Brothers

Karen Burns, ETO Sterilization

Jim Roberts, Kaytee

We appreciate the time these individuals devote to this issue on our behalf.

If you or someone from your company is interested in working on this issue, please contact WBFI Headquarters.

Password to Members Only to change

The password to access the information in the Members Only section of the WBFI website will change next week.

All WBFI members who have paid their fiscal year 2008 dues will receive the new password by e-mail sent to their WBFI Representative.

If you have not paid your 2008 membership dues, it's not too late! Please contact WBFI Headquarters ASAP shays@wbfi.org.

The information contained in this Broadcast is unofficial and not intended to represent the opinion or position of the WBFI, its staff, its Board of Directors, or its members. This report is intended for the exclusive use of the WBFI members. WBFI does not guarantee the accuracy of this report.

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