

# Seed Notes

April 2012

California Crop Improvement Association  
Parsons Seed Certification Center  
University of California  
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## Member's Meeting

All members are invited to attend the annual CCIA member's meeting on May 24, 2012 at 9:00 a.m. in the Prato Room of the Parsons Seed Certification Center on the UC Davis campus.

[Directions](#) to the site are available on the CCIA website; parking permits must be purchased in the parking lot for \$7. If you plan to attend, please contact Kitty Schlosser by email at [meschlosser@ucdavis.edu](mailto:meschlosser@ucdavis.edu) or phone 530-752-6979. There is no registration fee; travel and lodging expenses are the responsibility of the member.

## Research Fee Reminder

The January issue of Seed Notes reported the following changes to research fees effective April 1st:

Beans - **increase** from \$0.15 to \$0.20/cwt  
Small grains - **increase** from \$0.22 to \$0.25/cwt

Check the CCIA web site for the full [schedule of fees](#).

California Crop Improvement Association will provide services and support research projects that promote the improvement, production, distribution and use of superior quality seeds and other agricultural products.

## Scholarships

The CCIA provides scholarships to students attending the major agricultural universities in California. These students must indicate an active interest and participation in the seed industry, crop improvement, crop science clubs, seed packaging, seed and plant judging contests and/or activities related to seed production.

Each university sets their own due dates and application specifics. For more information, please contact the College or Department at each school — Chico State, Fresno State, Cal Poly San Luis Obispo, Cal Poly Pomona, or UC Davis — or Robert Stewart at the CCIA, phone (530) 752-9826 or email: [rfstewart@ucdavis.edu](mailto:rfstewart@ucdavis.edu).

## Field Days & Meetings

May 2

### Seed Industry Conference

Location: Harvest Hall, Modesto

This one-day conference focus on current issues of importance to those involved in all aspects of the seed industry. The meeting is co-sponsored by the CCIA and the California Seed Association. Registration is \$60. [More information](#) is available on the CSA web site.

May 9

### Small Grains & Alfalfa Field Day

Location: Agronomy Fieldhouse, UC Davis campus, Hutchison Road

The [morning agenda](#) will focus on small grains; information about alfalfa will be provided in the afternoon. There is no fee and pre-registration is not required. Coffee, donuts, and a hamburger lunch will be served.

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## Staff Focus on Catalina Oramas



Catalina Oramas began work at the CCIA April 1st. She will conduct field inspections and provide support for grow-outs and the seed lab. Catalina received a B.S. in Agronomy and a minor in Animal Sciences from the University of Cauca in Popayan, Colombia. She then moved to

the United States and began work at Pioneer Hi-Bred International focusing on plant pathology and corn breeding. Previous to joining the CCIA, she worked with Monsanto for the Trait Field Solution group in drought corn research. Her responsibilities included data collection and regulatory compliance. In her free time she enjoys traveling, going to the movies, and spending time with family and friends.

## Centennial Celebration of the Rice Experiment Station



The UC/USDA Rice Experiment Station will be celebrating their centennial on August 29, 2012 at their annual field day. The station is located in the Sacramento Valley near Biggs. More information will be available in July. Contact Kent McKenzie for more information at [ksmckenzie@crrf.org](mailto:ksmckenzie@crrf.org) or 530-868-5481.

## History of the CCIA - Part 2

The state committee guiding the Approved Seed Plan, which by 1936 had become known as the California Farm Bureau Approved Seed Plan, became more formally organized in 1936. Five districts were formed in the state, each of which elected a grower representative. In addition to this there were appointed representatives from the Extension Service, Department of Agronomy, and the Farm Bureau. J. E. Coke remained the guiding light in the program through 1934. Mr. B.J. Jones succeeded Mr. Coke in 1935, and continued to provide the leadership of the Agricultural Extension Service. Coke and Jones, throughout the period of the state office function being with the Agricultural Extension Service, worked closely with members of the Department of Agronomy at Davis. Individuals in that department who played a prominent part in guiding the program were F. N. Briggs, G. A. Wiebe, and C. A. Suneson. The crops of primary interest still remained the small grains. However, the certification of light red kidney beans got under way in 1932 and became successful due considerably to the efforts of M. C. Collins, then Farm Advisor of Yuba County. As a result of his enthusiastic participation, seed growers in the Marysville area began to develop a market for their certified light red kidney beans in the state of New York, which found that the California seed was free of diseases, particularly bacterial blight.

The interest in certification expanded rapidly during the 30's. It became obvious that the program could not be operated indefinitely as an incidental part of the extension agronomists' activities. This was indicated in a

letter Mr. Alex Johnson of the Farm Bureau sent to the University of California on February 24, 1936. He referred to a resolution by the Farm Bureau asking the College of Agriculture to assign a separate man to the Calapproved Seed Program. The program which had started in 1931 with 1,265 acres, had become by 1935 a program with 7,233 acres and 113 growers participating.

More history to come...

### CCIA Staff Contact Information

Larry R. Teuber	Executive Director	530-752-9824	lrteuber@ucdavis.edu
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# Seed Biotechnology Center

UNIVERSITY OF CALIFORNIA, DAVIS

The mission of the Seed Biotechnology Center is to mobilize the research, educational and outreach resources of UC Davis in partnership with the seed and biotechnology industries to facilitate discovery and commercialization of new seed technologies for agricultural and consumer benefit.

## Educational Opportunities

### Seed Business 101<sup>SM</sup> Field Crops

Attracting and retaining talented new employees is a critical challenge for the seed industry. The Seed Business 101<sup>SM</sup> course was created with input from industry executives to accelerate the careers of promising new employees and young managers. The course has been attended by more than 100 people since its launch in fall of 2010.

The course also offers invaluable insights and perspective to seed dealers and companies offering products and services to the seed industry, including seed treatments, crop protection, seed enhancement and technology, machinery and equipment, etc.

Seed Business 101 is a one-week course designed to expose the participants to the five functional areas of a seed company (R&D, production, operations, sales and marketing; and administration). By creating a virtual seed company and case studies for each functional area, the course content is delivered in a very interactive way. The course gives employees that are new to the seed industry a broad understanding of the major aspects of a seed company's operations and cross-departmental knowledge of best practices for profitability. The course is taught by widely respected industry executives with additional help of industry experts participating as guest speakers.

Registrations are now being accepted for the Seed Business 101<sup>SM</sup> Field Crops, June 11-15, 2012, in Minneapolis. **Register before April 16th, 2012 to take advantage of the early registration discount.**

For course details, testimonials, and registration please visit [SB 101](#) or contact Jeannette Martins at [jmartins@ucdavis.edu](mailto:jmartins@ucdavis.edu).

### Plant Breeding Academy in United States begins September 2012

The UC Davis Plant Breeding Academy is a postgraduate program that teaches the fundamentals of plant breeding, genetics and statistics through lectures, discussion, and field trips to public and private breeding programs. Employers appreciate the opportunity to provide their valued employees advanced training without disrupting their full-time employment. Participants attend six day sessions at UC Davis. The instructors are internationally recognized experts in plant breeding and seed technology.

The UC Davis Plant Breeding Academy 2012 Class begins in September. It will include new topics that reflect the most recent developments in plant breeding theory and practice. Applications are now being accepted. For more information on the UC Davis Plant Breeding Academy visit the [PBA](#) website or contact Joy Patterson, [jpatterson@ucdavis.edu](mailto:jpatterson@ucdavis.edu).

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