

Men with Messages

(and a Woman too!)

A synopsis of the insights of a few of the experts featured in the Giant Views of the Industry interviews.

Jean-Christophe Gouache

It's not about cutting subsidies says Jean-Christophe Gouache of Limagrain about the WTO debate. It is about food security and being fair to farmers. "To feed the world we will need to produce food in areas which are not the most efficient. And those farmers need to make a living." Weather and other factors mean variation in production costs and Gouache contends the world needs a mechanism to cover farmers' costs.



Betty Jones

Exuding the energy she puts into the ASTA Seed Management Academy, Betty Jones of Purdue foresees human resource issues for the sector. Given an aging work force and the limited pool of science-trained new recruits, there is an inevitable need for the seed industry to replace existing talent. Planning adequately for recruiting new people and also training them is essential: "There is a need to recruit people. There is a need to excite people."



Kelly Keithly

Improving seed distribution by focusing on providing information has been the focal point of Kelly Keithly's 25 years in the vegetable seed distribution business. "Product knowledge is all about helping growers," he says. His firm invests heavily in trials for a broad range of products they market. They also conduct superior quality tests, such as heat stress, and have invested in warehousing in growing areas to provide easy access to supply. Being service-oriented is all about getting growers the products they need, when they need it.

David Langer

As trait stacking becomes more popular, David Langer of Pioneer Hi-Bred notes that the maximum number of stacked traits will likely top out at three to four. Currently, he explains, conventional breeding like back crossing is used to stack traits in a variety. New technology would be needed to allow a larger number of traits to be stacked effectively and efficiently.

Andy LaVigne

Andy LaVigne, the CEO of ASTA, came to the Association from the fruit and vegetable sector. With his experience on programs like the "5-a-Day" campaign, his understanding of outreach is a valuable asset. He has found:

- ASTA comes with a member-driven strategic plan and is focused on implementing it.
- Working at the state, as well as the national level, is more important than ever.
- The Association has to get ahead of the issues and be ready to speak up about the value seed brings. Members must be ready to do the same.

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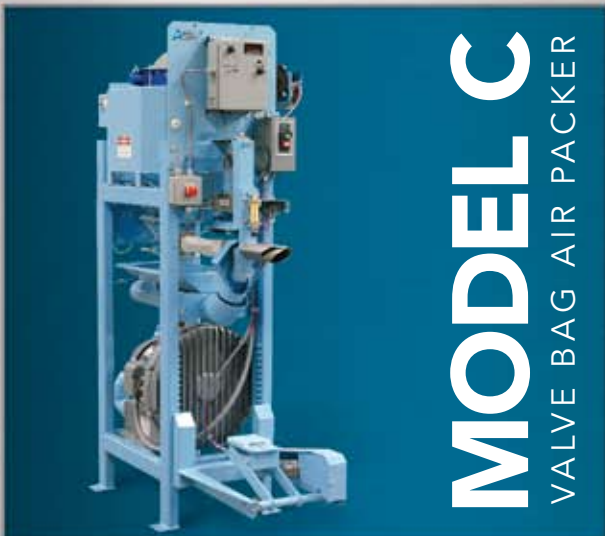
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About the Giants

Brad Biddick, now consultant for Monsanto, was president of Trelay Seed Company.

Franco Campana has been the Regional Vice-President, North America and Central America, for Seminis. Campana is now Regional Manager of the branded seed division for the Coastal Region for Monsanto.

Bill Goodbar is the Managing Director at AgriCapital, an investment banking firm specialized in agribusiness.

Jean-Christophe Gouache is the CEO, Field Seed Division for Limagrain Group.

Betty Jones is Associate Director for the Center for Food and Agricultural Business at Purdue University.

Kelly Keithly is a Principal with Keithly-Williams Seeds, founded in 1981, to provide local farmers ready-access to a wide variety of quality vegetable seed products.

David Langer is the Director of Crop Genetics Research & Development with Pioneer Hi-Bred International.

Andrew LaVigne is the President and CEO of the American Seed Trade Association. He assumed the role in 2006, following seven years at the helm of Florida Citrus Mutual.

Dorothy Murrell is the President of the Canadian Seed Trade Association. She is Business Manager for SW Seed Ltd, the North American subsidiary of Svalöf Weibull AB of Sweden.

David Nothmann is committee chairman of Future Seed Executives (FuSE) and is responsible for the FuSE Educational Units. Nothmann is also Director of Licensing at Monsanto.

Ken Rinkenberger is CEO of Corn States Hybrid Service.

Ron Wulfkuhle has headed the GreenLeaf Genetics Business Unit since it was formed by Syngenta in 2004 to license germplasm.

