

**Thanks to
your support,
the seed industry's
career outreach
has taken root!**

**Guidance counselors have embraced our
Grow Career Program, and so far, we
have reached millions of students and
parents through the following:**

First the Seed Website

The go-to resource for students, educators, and parents to learn about career opportunities in the seed industry and how to prepare for them.

Grow Career Handbook

For educators to guide students toward careers in the seed industry. Educators tell us they've reached an estimated 1.5 million students.

Ambassador Program

An opportunity for schools to invite an industry professional to speak directly with students. Over XXX number of ambassadors are available.

Marketing Materials

Engaging brochure and poster that industry ambassadors and educators can share with students and parents.

**We need your help
to feed and nurture
our program so we can
keep growing!**

“ We, as the seed industry, have a great story to tell about our contributions to American agriculture, and ultimately, to the lives of people around the world. The foundation will provide a platform to educate today's world and tomorrow's workforce about the importance of the seed industry. ”

Andy LaVigne
American Seed Trade Association (ASTA)
President and CEO

For more information, or to support
First the Seed Foundation, visit
www.FirstTheSeedFoundation.org



Or contact:

1701 Duke Street, Suite 275
Alexandria, VA 22314-2875



asta

AMERICAN SEED TRADE ASSOCIATION

**EVERY YEAR,
the seed and
agriculture
industry has
52,000
JOBS
to fill.**

*Will we find
qualified people
to fill them?*

**first-the seed
FOUNDATION**

**We're as dedicated
to growth as you are.**

An investment
in our Foundation
is an investment
in your future.

Did you know:

The world will add
over 1.86 billion
people between
2015 and 2030?

The world's demand
for food and fuel by
2030 will require a
nearly doubled level
of corn yield?

The number of new
students entering
agriculture breeding
programs is at an
all-time low?

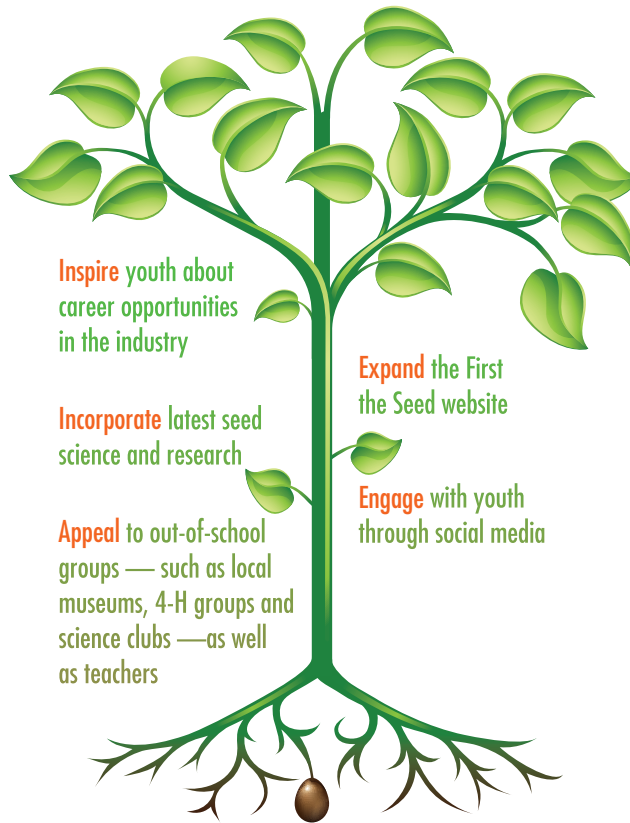
90%
of educators
who used the
Grow program
would use it
again

96%
would
recommend
Grow to their
colleagues

grow
a seed career program

Note to self:
There are lots of
job opportunities
in the seed
industry.

With your continued help,
**we can reach
millions more
students and parents.**
Help us raise the funds to further
develop and distribute state-of-the-art
seed science/career curricula for
middle- and high-schoolers.



Help sow the seeds
**for your
company's future...
and the
future of the world.**

Yes, I'm committed to the future!

Name: _____

Company: _____

Address: _____

Address: _____

Phone: _____

Email: _____

Donation Amount: \$ _____

I'd like to make an annual pledge \$ _____

Please invoice me

Donation Enclosed

You can also donate online at
www.firsttheseed.org/donate

All donations are tax deductible. A receipt will be
sent to you within 30 days of donation.

Contribution levels and benefits:

Supporter (up to \$5k)

Champion (\$5,001-\$25k)

Patron (\$25,001-\$50k)

Benefactor (\$50,001-\$100k)

Partner (\$100k and above)

Project Sponsor (Amount TBD according to project)

Please see the accompanying cover letter or visit
www.firsttheseed.org/donate for more
information on the benefits of each contribution level.