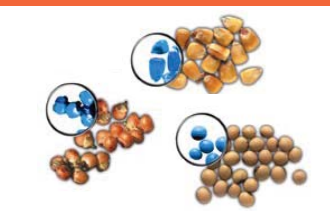




An initiative of the American Seed Trade Association



There comes a time in the **EVOLUTION** and **GROWTH**
of an industry that the level of **MATURATION**,
CREDIBILITY and **STRENGTH** challenges us...



We can do more.

introducing the First the Seed Foundation.

In today's competitive global agricultural marketplace, the U.S. seed industry stands out as a leader. Recent advancements in seed innovation, using plant breeding technologies, have helped to meet the growing market demand for agricultural products. Today's consumer demands healthy food for our bodies, improved feed for our livestock, better fiber for our clothing, and cleaner fuel for our vehicles. The progress we have made in the last 20 years has been greater than ever before in the history of humankind. Today, plant breeders develop new seed varieties and other researchers develop advanced technologies to meet the ever-changing market needs, such as consumer demand for healthier oils and new energy resources from renewable plant materials.

Did you know:

- ❖ Seed can improve agriculture's environmental footprint by reducing the need for pesticides?
- ❖ The world's demand for food and fuel by the year 2030 will require an average corn yield of 250 to 300 bushels per acre, nearly double the current production level, which can only be achieved through high-yield seed varieties?
- ❖ Roughly half of all corn and cotton, and 75% of all soybean products on grocery and retail shelves come from improved products made possible by breeding better seeds?
- ❖ Between 1987 and 1997, the average number of items stocked in a supermarket produce department increased from 173 to 335, with many varieties made possible through new seed enhancements?*
- ❖ The U.S. government's 2007 Renewable Fuels Standard calls for 36 million gallons of renewable fuels to be blended into the U.S.' petroleum based gasoline supply by 2022, which is nearly nine times the amount from 2006?
- ❖ The world will add over 1.86 billion people between 2015 and 2030, and the fastest growing middle class will be found in developing countries that are largely dependent on food imports?
- ❖ The number of new students entering agricultural breeding programs is at an all-time low?

Do our children understand these changes? Do we?

* Source: USDA/ERS



We must do more.

The mission of the First the Seed Foundation is to conduct education, outreach and communication on the value of crops and food produced from seeds.

We seek to establish the base from which education and outreach regarding today's vibrant seed industry can be communicated to the breeders and plant geneticists of tomorrow, to help meet the increased demand that future markets will require. The food, fiber and fuel demands of an ever increasing population, and the need for alternative forms of energy, make the present need to educate the general public, and attract the best and brightest minds to agricultural fields of study, more important than ever. Through the development of public education and media tools and economic research, the Foundation serves as a beacon to coordinate the unified effort needed to educate today's world and tomorrow's work force about the importance of the seed industry. Through these efforts, we strive to meet the needs and touch the many and varied customers of the seed industry—communities and economies of virtually every city, every country and every person in the world.

before reaping the reward,
First the Seed must be understood.

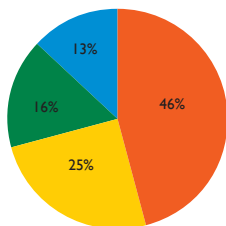
We endeavor to:

- ❖ Teach the students, communities and consumers of the United States and abroad the impact that seed-derived products have on their daily lives.
- ❖ Provide improved economic research to illustrate the value and importance of the seed industry to its consumers and the agricultural community.
- ❖ Increase the awareness among American consumers and students of the science that the seed industry is evolving and the changing needs in agricultural education programs today in plant breeding, genetics and seed science must be met if we are to keep pace with the new global demands
- ❖ Create new avenues to enable the seed industry to bring meaningful economic and philanthropic impacts to both the developed and developing world through improved agriculture production from improved seed.

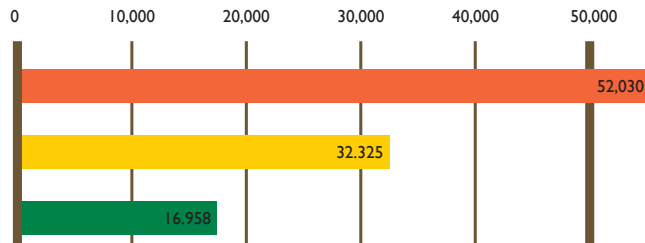


Employment opportunities for U.S. college graduates with expertise in the food, agricultural, and natural resources system are expected to remain strong during the next five years. According to a USDA study conducted in 2004, more than 52,000 annual job openings for new graduates are expected during 2005-2010, and of those, some 17,000 graduates may need to come from allied higher education programs such as biological sciences, engineering, business, health sciences, communication, and applied technologies.

Employment Opportunities



- Management and Business
- Scientific and Engineering
- Agricultural & Forestry Production
- Education, Communication, and Governmental Services



- Employment Opportunities
- Agricultural and Natural Resource Graduates
- Allied Graduates

First the Seed, for the seeds of *our next generation.*

Agriculture generates some 22 million jobs in the United States, and most are located off-farm.

In fact, fewer than 2 million Americans are actively engaged in farming. Today's farmers are so efficient that they produce 16 percent of the world's food supply, freeing the rest of us to pursue other occupations and career paths.

Agriculture is a science-based, high-tech field of new challenges and offers an array of career opportunities—from animal and plant researchers, to food scientists, commodity brokers, nutritionists, agricultural journalists, bankers, market analysts, sales professionals, food processors, forest managers, wildlife specialists...and the list goes on.

According to a 2004 USDA study, four major factors will define the agricultural sector market for graduates during 2005-2010:

- ❖ Consumers and their preferences.
- ❖ Evolving business structure in the U.S. food system.
- ❖ New developments in science and technology.
- ❖ Public policy choices and food system security.

The study predicts a large number of positions in scientific and engineering specialties for today's agricultural students, with the best opportunities including the fields of food safety and biosecurity, precision agriculture technologies, specialty crops production, and food system nanotechnologies.

The First the Seed Foundation considers the education of today's youth one of its highest priorities.

Our first and immediate goals include:

- ❖ Outreach to grade schools through the design of a multimedia and web-based curriculum to be used in classrooms on how seeds impact the various aspects of agriculture. This project will engage children through curriculum-ready educational units, games and other interactive tools for teachers.
- ❖ Development of an introductory video on the seed industry's role in American agriculture for use in educational and promotional presentations, and for use by media outlets.
- ❖ Distribution of seed and informational kits to schools and youth organizations to plant and use in their local communities.
- ❖ Promotion of the value of quality seed and illustrating the economic, social and environmental impacts of the seed industry has on each and every person's life who eats food or uses agricultural products.

First the Seed Foundation.
We can do more,
and together, we will.

For more information on the First the Seed Foundation or
to support the foundation, contact:



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