



GEORGIA SEED DEVELOPMENT

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October 2014 Update
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Seed for Thought

Roger Boerma, Executive Director

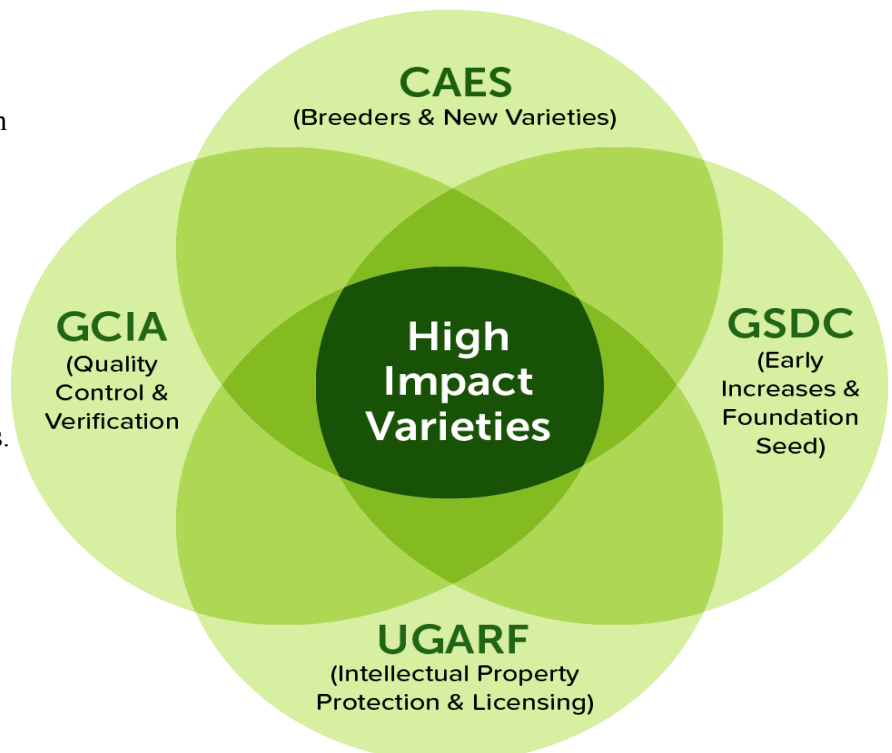
There has been a lot of information in the news lately about overly aggressive behavior by school-age children and even some college-age students (bullying). Many schools have developed specific policies on how they will handle this type of negative behavior. Often times this behavior can be traced back to insecurity on the part of the bully or the group of individuals that are participating in this aggressive behavior toward individuals not part of their group.

I was thinking about this behavior as it relates to businesses and how businesses approach their customers. Specifically, how it relates to GSD. One of the very positive things that has grown out of GSD's cooperation with the University of Georgia Research Foundation, the College of Agricultural and Environmental Sciences, and the Georgia Crop Improvement Association is a better understanding of each individual organization's role in bringing new, improved UGA-developed varieties to the market place and the reliance each organization has on its partners.

The creation of the Georgia Integrated Cultivar Release System (GICRS) was the brain child of the Object 9 marketing firm. They were employed to develop a coordinated approach to promoting the breeding research, development, marketing, and quality control of improved UGA-developed cultivars. Like any challenging task this wasn't straight forward and encountered several bumps in the road, but thanks to the innovative and persistent leadership of a former GSD Commissioner, Mr. Skeetter

McCorkle, the four organizations were able to forge a stronger alliance that has resulted in the more effectively promotion of UGA-developed plant varieties.

If you have not availed yourself of the opportunity, please visit the GICRS website at www.georgiacultivars.com. I believe you will sense that these four organizations truly understand that the whole greatly exceeds the sum of its parts. The GICRS approach to getting new, improved "public" varieties into the market place is another first for Georgia agriculture. Thank you Skeetter for leaving us with this legacy!



Marketing

Blake Fleeman, Licensing/Marketing Manager

The meeting and trade show schedule will be picking back up starting in December with the EDGE turfgrass show in Gwinnett. We have also signed up to be participants in several other trade shows and meetings in January and February of 2015.

The majority of the website maintenance and all social media activity has been transferred to Erin. She has been doing an excellent job updating the website with news articles and variety information. Erin has also created a GSD facebook page and is adding content to it in a timely manner. If you have not seen the GSD facebook page, please go take a look! Add GSD as a friend to receive news updates and shared materials. Erin is also exploring brochure development to enable GSD to have additional print material at some of the trade shows.

The Georgia Integrated Cultivar Release System (GICRS) is currently in the final stages of approving a trade show booth that will be used by the group at a number of shows this coming fall and winter.



Erin Adkins, Administration/Marketing

Georgia Seed Development has tested the waters in the ever growing world of social media and we have found the water is quite warm! Through the social media giant, facebook, GSD has been able to connect with a large variety of people such as researchers, students, trade shows organizers, consumers, and licensees. This avenue has afforded us the ability to connect with our licensees in a unique way. We are able to help promote our licensees by sharing their photos of licensed varieties, upcoming events, and informative news links. As Blake stated above, if you have not seen our page yet, go take a look!

Sights around Georgia Seed Development



GSD's new combine harvesting Dr. Holbrook's TifNV-High Oleic peanut



GA-12Y Harvest at Dusk

Licensing

Blake Fleeman, Licensing/Marketing Manager

This fall the licensing activity has slowed down some for us. GSD and UGARF are currently working to finish up a couple of outstanding agreements along with 2 new agreements for the 3 new blueberry lines from Dr. NeSmith. The activity is expected to pick back up in late winter as companies will hopefully be requesting licenses for GA-13M.

Processing/Production

2014 Peanut Production

By Ralph Johnson, Seed/Production Manager-Plains

The 2014 peanut harvest was very slow to get started, but picked up quickly once underway. We didn't get the first load until October 2nd and had peanuts that were planted the first of May and the last of May harvested at the same time. As of today, (10/19/14) we have 70% of our peanuts in the warehouse and most of the remaining 30% have been dug. We should have everything in the warehouse by 10/31/14. We are on track to meet all of our production goals. Yields have been excellent ranging from 5,000 lbs to 6,000 lbs/A (remember we are 100% irrigated). Our grades have been running from the mid to upper 70's.

2014 Soybean Production

By Doug McWhorter, Seed/Production Manager-Athens

We have over 120 acres of G04-1618RR ((AGS 828 RR), G03-1187RR (AGS 787RR), G12-PR7R2, and G12-PR63R2. The Foudantion fields are looking great. We are estimating in the 50+ bu/ac range for yields. We think they will be ready for harvest the first week of November. We have sufficient amounts of Prichard RR, AGS Woodruff, G06-3182RR, and Cook in cold storage to cover these varieties for the 2015 production year.

2015 Small Grain Production

By Doug McWhorter, Seed/Production Manager-Athens

PLAINS: A total of 212 acres of 8 wheat varieties (LANC8248-1, LA06146E-P4, LA3200E-2, GA 11E54, GA 10E46, LA 754, Baldwin, and AGS 2040) and 2 oat varieties (Horizon 270 & Horizon 201) are expected to be planted for this season. We processed the following wheat varieties at Plains this year: AGS 2027, LA 754, Baldwin, GA10E29, GA10E46, GA11E51, and GA11E54.

ATHENS: A total of 273 acres of 10 wheat varieties (GA12E6, GA12LE28, GA12E33, 8641, Oglethorpe, GA11E51, GA10E29, AGS 2035, AGS 2038, and GA Gore) are expected to be planted for the 2015 harvest. We have cold storage of the following varieties; AGS 2027, USG 3120, and GA11LE44 wheat. Wrens Abruzzi rye will have 45 acres in production.

2015 Turf Production

By Doug McWhorter, Seed/Production Manager-Athens

Paspalum:

Sea Star: We have shipped orders to Mexico and Hawaii. We are anticipating providing material for a testing agreement Dr. Raymer has with a company.

Production/Processing Continued

Sea Isle 1: No orders at this time.

Sea Isle 2000: No orders at this time.

Sea Isle Supreme: No orders at this time.



DT-1 Field on October 22, 2014

Bermuda:

DT – 1: A Foundation plot has been established with Super Sod in Marshallville of a new drought tolerant bermuda from Dr. Schwartz' program and is growing in well.

TifGrand: We supplied orders for a company in Mexico and two companies in Japan. One of the Japanese companies will be visiting in mid-November to examine some production fields.

TifDwarf: No orders at this time.

TifWay: Several orders pending for 2015.

TifEagle: No orders at this time.

TifSport: The Japanese company that is visiting our TifGrand fields plans to also visit a few TifSport production fields.

Centipede:

TifBlair: No orders at this time.



Important Dates:



Gwinnett, GA
December 10-11, 2014

SEY REGIONAL
Fruit & Vegetable Conference

Savannah, GA
January 8-11, 2015

Georgia Seed Development is a proud member of Georgia Grown, a program of the Georgia Department of Agriculture.
<http://georgiagrown.com>

