



**GEORGIA SEED**  
DEVELOPMENT

Athens Seed Facility  
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March 2020 Update  
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## Seed for Thought

**Roger Boerma, Executive Director**

How do small, nonprofit organizations develop their leadership succession plans? I have been thinking about how to best address this issue for some time. Small organizations often experience less flexibility in succession planning when compared to larger organizations since smaller organizations by definition possess fewer experienced, in-line management positions. For example, many smaller organizations often lack experienced vice-presidents making them less likely to promote an effective and creative vice-president as the company's next leader.

Based on my research I have found that many successful small organizations have overcome their size restraints by employing and maintaining viable strategic plans, utilizing effective methods of internal and external communications, and maintaining an educated work force. Their plans include having defined mission and vision statements, core values, and most importantly, a relevant strategic plan. These plans include solid financial planning that must remain current. In addition, the plans include proper staffing, continued staff educational opportunities, maintaining effective physical facilities and equipment, and the communication methods to keep both staff and board members well informed. In these small organizations succession planning may be more of an ongoing process rather than a specific task that is not taken by the organization as the current leader plans to retire or reaches a specific age.

Regardless of organizational size, a critical issue that board members need to address is the type of leader the organization needs or desires. Does the board seek a "change agent" or a "preserve and grow agent" type of leader to move the organization to its next level?

The two types of leaders possess different skills and it is likely that a "change agent" will need to come from outside the current organization.

### Succession Planning



The success of any organization includes many components to include finding the proper fit of its next leader. If you have thoughts or ideas that you would like to have included in GSD's succession plan, please send them me.

## Marketing

**Blake Fleeman, Licensing/Marketing Manager**

January and the first half of February has been busy with GSD personnel attending trade shows and meetings. The first meeting for 2020 was the GA /FL Soybean & Small Grain Expo in Perry GA. We had the Georgia Integrated Cultivar Release System (GICRS) display set up at this meeting. Roger and I then attended the Southeast Regional Fruit & Vegetable Conference in Savannah GA. This show continues to have a good attendance every year. The Peanut Farm show in Tifton was the next stop. Here we received some questions about the availability of Foundation peanut seed for the coming spring and we also received some grower feedback on current varieties being produced. This year the Southern Seed Association's annual meeting was held in Savannah GA. Roger and I attended this meeting and had a great opportunity to meet with current and possible future licensee from all over the United States. This year's attendance was one of the largest for a number of years.



This year the Golf Industry Show was held in Orlando FL. When this meeting is held on the East Coast it provides a great opportunity to see and meet many of the turfgrass producers in the Southeast. This year we had four Georgia turfgrass groups exhibiting together at the show. We had the GICRS booth along with International Turfgrass Genetic Assurance Program (ITGAP), the TurfGrass Group, and the TifEagle Growers Group (*pictured above*). Shelley Fincher with the University of Georgia Research Foundation's Innovation Gateway also joined us in the GICRS booth to meet with potential international licensees.

## Licensing

**Blake Fleeman, Licensing/Marketing Manager**

Licensing activity has started to pick up as potential licensees have started to think about spring planting and which peanut varieties they want to include in their 2021 seed offerings. We have already signed several new peanut license agreements. We also continue to have a few requests for UGA-developed blueberry varieties. Dr. Li has just released several new soybean varieties for which UGARF and GSD are putting together bid proposal requests and sending out to potential licensees. These include high oleic/low linolenic, conventional, and Liberty varieties.

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## Processing/Production

Doug Batchelder, Athens, and Ralph Johnson, Plains; Production Managers

### **2020 SMALL GRAINS PRODUCTION**

Foundation small grain plantings for this year have increased 3 fold over last year to almost 450 acres. GSD is producing seed of eight different licensed varieties, three public varieties, four experimental increases from UGA, and three experimental increases from LSU. It has again been a challenging, wet winter in Georgia and getting equipment into fields to apply herbicides and insecticides, and fertilize has been difficult especially in North Georgia. We will continue monitoring for insects and disease pressure to include Fusarium head blight.

Foundation TifQuik bahiagrass seed from our field in Plains was processed earlier this month and will be bagged when the germination results have been returned from the State Seed Laboratory.

### **2019 SOYBEAN PROCESSING**

We are currently processing three soybean varieties in the Athens location totaling a little more than 1500 bushels: SH 7418LL, Cook, and AGS Woodruff. There are also two experimental increases of about 50 bushels each that were grown at the UGA Iron Horse Farm in 2019. We expect to have all of the varieties cleaned and bagged by mid-March. The seed appears to possess excellent purity and germination.

### **FOUNDATION TURFGRASS PRODUCTION**

All of the turf plots in Athens and at the UGA Iron Horse Farm are dormant and weed free at this time. In January, we completed a TifTuf harvest for a new licensee in Florida. We have a standing order for Tifway and potential international orders for other turf varieties later on this year.

### **2020 PECAN HARVEST**

We have collected and distributed graftwood cuttings for our licensees from Foundation trees in South Georgia of the variety Avalon.

### **2020 PEANUT PRODUCTION**

We have completed the shelling 2019 Foundation peanut seed. We should be completed by 21 February. The new bulk bagging bin that was installed last fall has greatly improved our efficiency. The addition of this bagging bin allows us to shell peanuts 9 hours/day compared to only 7 hours/day in the past. This holding bin has increased our shelling capacity by over 20%.

Our 2020 inventory of Foundation peanut seed will be 14% less than our production goals. This is a combination of reduced yields and lower grades resulting in lower sheller outturns. Both peanut yield and quality were negatively impacted by the severe dry weather during August and early September of 2019. To date, our Foundation seed germinations appear to be good, but there are still some lots for which that we haven't received information. This is not a year where all lots are going to have germinations above 90%. Some of our Foundation seed lots were found to germinate in the mid-80s range. We have Foundation seed of the following varieties- GA 06G, GA 16HO, GA 18RU, GA 14N, TIF NV, GA 11J, and GA 142728

## Education

**Blake Fleeman, Licensing/Marketing Manager**

GSD hosted the Georgia Crop Improvement Seed Short Course on February 12 at the Athens GA location. Terry Hollifield and Billy Skaggs did a great job putting together a very interesting program for the meeting. The last item on the schedule was an overview of GSD presented by Roger and a tour of GSD facilities led by Corey.

The following day GSD hosted Dr. Donglin Zhang Plant Propagation class on February 13 for a tour and presentation on the functions of GSD. The class included 25 UGA undergraduate students. The 74th Annual Southeastern Turfgrass Conference is coming up on Thursday, April 24 in Tifton GA. GSD will take several of its Athens-based staff to this training session.



*Dr. Boerma gives an introduction to GSD to Dr. Zhang's Plant Propagation class*



*Doug Batchelder discusses the various seed crops conditioned by GSD*

## Upcoming Events

- \*Georgia Crop Improvement Annual Meeting  
Athens, GA March 10, 2020
- \*2020 AOSCA Southern Region Meeting  
St. Louis, MO April 2, 2020
- \*Southeast Turfgrass Conference  
Tifton, GA April 23, 2020
- \*Semi-Annual GSD Commissioners' Meeting  
Americus, GA May 20, 2020

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<http://georgiagrown.com>

