



ASTA's Seed Ambassador Leadership Team

Four Corteva Agriscience leaders joined the American Seed Trade Association's (ASTA) Seed Ambassador Leadership Team (SALT).

SALT is a diverse network of ASTA members who actively engage, promote and support the seed industry with a unified voice. ASTA provides members of this exclusive team with free training and ongoing support to help them become everyday seed ambassadors. "SALT is a good professional investment," said Alana Schneider, Communications Manager, Seed Business Unit. "Advocacy and communication techniques are important for Corteva and the seed industry as we support farmers across the world."

The training program took place during ASTA's annual CSS and Seed Expo conference in Chicago. The day-long communications training workshop included networking and interactive exercises in making the most of your advocacy, crisis communication, answering tough questions and more.

ASTA's mission is to be an effective voice of action in all matters concerning the development, marketing and movement of seed, associated products and services throughout the world. ASTA promotes the development of better seed to produce better crops for a better quality of life. "The SALT training workshop was an opportunity for advocates from across the world to amplify our voices in advocating the importance of the seed industry for the farmer and consumer," said Julie Foral, Seed Applied Technology Product Manager.

Founded in 1883, ASTA is one of the oldest trade organizations in the United States. Corteva is one of ASTA's more than 650 member companies involved in seed production and distribution, plant breeding, and related industries in North America. As an authority on plant germplasm, ASTA advocates science and policy issues of industry-wide importance.



Bethany Kroeze, Marketing Manager, Licensing and Distribution; John Pieper, Global Product Director, Canola; Alana Schneider, Communications Manager, Seed BU; and Julie Foral, Seed Applied Technology Product Manager



FFA Honorary American Degrees

National FFA recognized three Corteva Agriscience employees for their significant contributions to FFA and exceptional service in agriculture at the recent 95th National FFA Convention & Expo in Indianapolis. Clint Pilcher, Global Technical Education Team Lead; Heidi Spahn, Global Community Investment Leader; and Tony Klemm, Vice President, Business Development and Licensing (pictured left), all received the FFA Honorary American Degree on Oct. 28.

Clint, Heidi and Tony are avid supporters of National FFA, volunteering their time during the convention, including staffing the Corteva booth. In addition, Tony serves on the National FFA Foundation Sponsor's Board, Heidi serves on the National FFA Foundation Board of Trustees; and Clint serves on the National FFA President's Advisory Council.

More than 65,000 people from across the United States attended this year's National FFA Convention & Expo. Corteva is a long-time sponsor of National FFA, an organization committed to the success of students by preparing them for leadership, personal growth and career success through agricultural education.

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