



american seed trade association

# Forage, Turf, and Conservation Seed Conference

9:00AM – 12:30PM | Wednesday, October 29, 2025 | TBD

## AGENDA

I.	Welcome & ASTA Update	Janae Brady; VP, Government Affairs, ASTA	9:00 am
II.	Conservation Reserve Program Update and Agency Outlook	T.J. Wilson; Deputy Director, USDA-FSA	9:15 am
III.	Federal Conservation Programs Update	Keira Franz; Principal, Franz Consulting	9:45 am
IV.	Bureau of Land Management Activity and Operations Update	Brandon Brown; National Seed Coordinator, BLM	10:30 am
V.	Federal Seed Office Update	Ernest Allen; Division Director, USDA-MRP	11:15 am
VI.	Cover Crop Industry Outlook	Rob Myers; University of Missouri Regenerative Agriculture	12:00 pm
VII.	Closing	Janae Brady	12:30 pm

### ASTA Antitrust Compliance Policy Statement

It is the policy of the American Seed Trade Association to comply strictly with the Federal and State antitrust laws. ASTA's policy and guidelines, to ensure compliance with both the letter and spirit of the laws, are set forth in ASTA's bylaws. The antitrust laws prohibit combinations or conspiracies in restraint of trade. This means that competitors may not legally agree to conduct that inhibits competition. Anticompetitive agreements may be inferred from discussions about sensitive topics. Because trade associations like ASTA bring competitors together to address industry concerns, we must be especially careful not to agree to actions that might be interpreted as anticompetitive. It is ASTA policy to have written agendas for all meetings, to have legal counsel present where sensitive issues might be discussed, and to prepare minutes of all meetings. This applies to all meetings held during a conference hosted by ASTA. If you have any questions about the proper scope of any ASTA meeting, or the Association's antitrust compliance policy, please raise it with the meeting chairperson or member of ASTA staff.