

WHAT WEED SCIENTISTS SHOULD KNOW ABOUT THE SEED INDUSTRY.
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The seed industry is ever-changing with the overall goal focused on evolving customer needs. Increased global demand for food, feed, fuel and fiber have caused the American farmer to adopt new technologies that enable increases in productivity to meet these demands. With limited opportunity for global expansion of agricultural acres, the seed industry continues to increase research and development to provide growers with products with increased yields and greater management flexibility around weeds, insects, diseases, agronomics and end-use. Many factors must now be integrated in product development including, but not limited to, regulatory requirements externally and life cycle management internally. It is extremely important weed scientists understand how plant breeding and biotechnology interact with pest management as these disciplines become linked in the introduction of new technologies and products. We must also prepare students across these disciplines to compete in the seed and crop protection marketplace.