



### **What can the Texas Seed Trade Association do for me and my business?**

The Texas Seed Trade Association (TSTA) provides regular and easy access to customers, suppliers, service providers, educational opportunities, public policy makers, and regulatory authorities in, and out, of Texas. The TSTA provides a unified voice through which your ideas, concerns, and priorities are expressed with a strength that is only possible through organized efforts. Doing business with fellow TSTA members provides an extra measure of business security and risk mitigation as member's pledge and practice higher standards of business ethics. The TSTA acts as your advocate in matters of arbitration, regulatory compliance, and maintaining a business environment conducive to your profitability. The TSTA stays abreast of current environmental and natural resource issues facing Texas agricultural industries and gets involved to ensure your business interests are represented and protected.

### **What are the benefits of membership?**

We hope you realize value in being part of an organization that exists exclusively to support your business as well as that of your supplier and your customers. Your involvement ensures the TSTA does that correctly and to your satisfaction. TSTA strives to provide educational resources and communications to ensure that busy professionals remain aware of advances, discoveries, and developments that have potential to affect their business. Other benefits include discounted event registration, discounted fees for certified seed winter grow outs, receipt of the Weekly Update newsletter keeping you informed of Texas and national seed-related issues, ability to link and advertise on the TSTA website, use of our logo on your company literature and website, opportunities for trade show participation, arbitration services, and being part of an organization dedicated to supporting one another for our common benefit. As a member of the TSTA you are assured of having a seat at the table when resolution of issues that impact your business are discussed or negotiated.

### **Why should I be a TSTA member?**

We have a policy that our members endeavor to support those who support our industry and one another. It's in our mutual best interest to ensure our customers and suppliers flourish as much as our own businesses. Chances are the efforts of the TSTA and its members are already benefitting you and your business but we need, and welcome, you to be a part of our organization. We need the additional strength that your membership adds. You are critical to our ability to represent our trade from a position of strength and your opinions are important. We value your membership, but more than that, we need your involvement. It's about giving something back and supporting those who support you.

### **Are there membership categories?**

Seed companies are asked to contribute based on their annual sales. Associate members are companies that supply goods, services, and support to seed companies. Affiliate members are fellow associations, non-profit organizations, and government or public institutions.

### **How do I become a member?**

It's easy. Go to our website and click on "Membership" on the home page. Four choices pop up; just select the category that fits your criteria.

### **So what does the TSTA do that I should care about?**

The TSTA provides fellowship and educational opportunities. We all tend to do business with people we like and get along with well and the TSTA provides an environment conducive to good business relationships. We get together for a summer convention that includes a Production & Research Conference. The P&R is a venue for sharing the most recent and important scientific discoveries, processes, and technologies of interest to the seed industry. These include advances in growing, handling, conditioning, treating, and packaging seed as well as the latest breakthroughs in plant breeding. If you are an associate member and represent new and better ways of processing seed we expect you to present your information at the P&R.

The TSTA also covers state and national legislative issues and advocates for science-based public policy that allows an equitable business environment for our trade. We represent you at regulatory agencies during rule-making and compliance enforcement. We encourage, and provide for, your participation in our government relations activities at the local, state, and national levels.

The TSTA Foundation, a separate 501c3 charitable organization affiliated with the TSTA, solicits and collects donations distributing funding to 13 annual college scholarship recipients. We fundraise through an annual silent and live auction at the convention and a semi-annual golf tournament. We are proud to support young scholars who might otherwise have difficulty fulfilling their education and career dreams.

Please join us today and help us make a better future for your business! Contact Bryan or Denise at the TSTA office at 512-458-8991 or go to the TSTA website at [www.texasseedtrade.com](http://www.texasseedtrade.com) and click on Membership!