Personal and Prompt Service

(Iowa State University Seed Testing Lab News, Fall 2004)

For more than 100 years, the Iowa State University Seed Testing Laboratory has provided accurate, professional seed testing services to the seed industry. The Seed Lab annually performs tests on tens of thousands of seed samples, making it one of the world’s largest seed testing programs. Our analysts test corn, soybeans, and more than 300 other species of seed.

Genetically enhancing crops with a single trait (for insect control or herbicide tolerance) has dramatically changed the seed business. Now, two, or even three traits (referred to as stacked traits), can be genetically added to crops. While this addition increases farmers’ options, it can also make storage and testing of seed more difficult. Currently, these traits are commonly added through the use of bacteria instead of the previous popular genegun method. ELISA plates and lateral flow strips can detect these multiple traits without the using multiple testing devices.

As our customer, you are a manager. You manage dozens, or in some cases hundreds, of seeds lots made up of varying stages of quality each day. That requires you to make many decisions concerning each seed lot. That’s why we would like to partner with you to provide you with the information you need to make informed decisions about your seed.

At the ISU Seed Testing Lab, we have eight AOSA Certified Seed Analysts that stand ready to assist you. Our goal is not only to provide you with quick access to the information you need, but to also offer you accurate and fast turnaround testing services at no extra charge.

Personalized Service: Have a particular interest in one of the samples you are sending? Call us, and at your request we will follow the progress of the sample closely, paying particular attention to the final evaluation. One of our Certified
Seed Analysts will also be available to call you for a one-on-one discussion about our observations of your sample if you wish.

**Timely Service:** Currently, we have implemented a policy of planting corn and soybean samples within eight hours of receiving them. This ensures the prompt planting of your samples.

As an ISU Seed Lab customer, you can track the progress of your samples by simply going on-line and logging onto our website by using your company ID number and password. Our online service will tell you: (1) when we received your sample, (2) when the sample was planted, (3) the date the sample was finished, and (4) the result of the germination and/or vigor tests. Other results such as health testing and trait testing will also be given.

At the ISU Seed Lab, you can rest assured that your testing results will always be accurate, timely, and secure. Call us today and let us show you that we can be your most *valuable* partner in the seed industry!