

NAPB Commercial Committee 2021 Annual Report (August 2020 to July 2021).

Executive Summary:

First a big thank you to all the committee members for volunteering their time, passion and creativity to make our committee successful with a positive impact on our NAPB Community! In summary the committee were very engaged, active and focused. We completed 6 strategic initiatives to provide more visibility to the NAPB members to aspects that are relevant to private sector but also took on a few additional projects. Committee meetings were held monthly with agendas sent in advanced and minutes taken for each meeting. Attendance was close to 100%. As we are all in the private sector the NAPB Anti-Trust policy was reviewed at the first committee meeting to ensure all members are aware. The committee members for 2021:

Chair: J.D. Rossouw (Bayer)

Vice-Chair: Rick Harrison (Driscolls)

Secretary: John Gill (AgReliant Genetics) - selected at the first committee meeting in September 2020.

Members: Chibwe Chungu (BASF), Klaus Koehler (Corteva and past Chair), Liana Nice (NSIP - Nature Source Improved Plants), Marymar Butruille (Bayer), Clint Steketee (Syngenta), Ben Beyer (Advanta Seeds), Jason Jandrew (Ball Horticultural Company), Brittney Jones (Bayer). Jason had to discontinue his participation due to work commitment in November 2020. Brittney was added in January 2021 as she was part of the Graduate Committee before joining the private sector.

Six strategic initiatives were agreed to at the NAPB Annual Meeting in August 2020 and have been the core focus over the last year.

1. Attract more private sector companies to be represented on the NAPB – Co-leads: Clint & Liana
2. Internship for Graduate Students and build on what was done in 2019-2020 – Co-Leads: Klaus & John
3. Sustainability Session at 2021 Annual NAPB Meeting – Co-leads: Chibwe & JD
4. COVID19 impact panel session during a webinar – Leads: Marymar
5. Plant Breeder of the future – Co Leads: Chibwe, Klaus & Rick
6. Committee as the go-to for industry positions – Co-Leads: Rick & JD

Additional projects worked on:

1. Workshop with the current committee members planned in July 2021 to brainstorm key focus areas and new initiatives for 2021/22 in preparation for the Annual Meeting in August for input and finalization.
2. A Graduate Student Professional Development Workshop is planned for Sunday August 15th, 2021 hosted by Bayer Crop Sciences and Corteva.

In general the committee feel they have achieved several initiatives with some that will be a core part of the NAPB going forward (session at the Annual NAPB Meeting with a private sector theme, messaging and insight on plant breeder of the future, committee as the go-to for any industry opinions and positions, etc.).

Full report:

The 6 strategic initiatives.

1. Attract more private sector companies to be represented on the NAPB
 - i) Syngenta has joined with a representative on our committee. We have reached out to ASTA twice to get a list of companies with contacts to send out an invitation as well as the value to become a member but without success.
 - ii) A letter drafted on reasons to get involved and benefits to become a NAPB member. Send out around the time registration for the Annual Meeting opened.
 - iii) Our goal going forward is to add 2-3 companies every year to the NAPB and ensure we have continuity on the commercial committee over time.
2. Internship for Graduate Students build on what was done in 2019-2020
 - i) Several companies (AgReliant, Driscoll's, Corteva, Bayer) advertised through the Graduate Student Committee and their social media platform. Internship program by Driscoll's, Corteva, and AgReliant also posted exclusively for NAPB members. Still waiting to finalize the numbers hired as interns from our NAPB member community. A great KPI to track in future!
 - ii) Working with ASTA and Seed Quest can be pursued long-term.
3. Sustainability Session at 2021 Annual NAPB Meeting.
 - i) Title: "Sustainability – Industry focus and the role we can play as plant breeders and scientist".
 - ii) Panel Session will be held on Monday August 16th, 2021. Duration of the evening session will be 1.5 hours. Session will be chaired by Andy Levine from ASTA. We will have 4 panel members:
 - David Meyers (Corteva) – Title: Laureate in Predictive Agriculture,
 - Alejandra Sanchez (Driscoll's) – Title: Corporate Social Responsibility, Marketing Manager,
 - Mark Mason (Huntington Farms) - Title: Farm Input Manager, and
 - John Zwonitzer (Olam Spices) – Title: Principle Scientist.
4. COVID19 impact panel session during a webinar
 - i) In April 2021 a very successful NAPB webinar was held. An all-female leader panel across private sector plant breeding companies shared their stories. Marymar Butruille (Bayer) and Klaus Koehler (Corteva) facilitated the session. On the panel were:
 - Stella Sudrath (Driscoll's) - Title: US Research Farming Senior Manager,
 - Sarah Braun (Bayer) – Title: Sweet Corn Line Development Breeder, and
 - Luz Cruz Floris (Corteva) – Title: Puerto Vallarta Site Leader.
5. Plant Breeder of the future
 - i) The team reached out to the PBCC and Thomas Lubberstedt to see what work has been done and make sure our effort compliment.
 - ii) The team worked with various Universities to put in place student workshops to share and cover relevant topics of interest to graduate students to prepare them for entering the industry. The following were identified and put in place and will be hosted by private sector companies that volunteer and have facilities closest to the Universities.

- (1) TAMU Graduate student workshop October 27, 2021. Targeting 40-45 grad students and will focus on behavioral based interviewing. This will include practicing interviewing with HR representative from the private companies that will host. Key contact - Wayne Smith.
- (2) Session at Iowa State University in November 2021. Targeting 25 students. Will cover Myers Briggs and behavior based interviews. Will spend time to also talk about what it is like to work in the private sector. Key contact - Danny Singh.
- (3) Collaborated with the work already done by Rex Bernardo at University of Minnesota to put the same format in place as above for Iowa State University. Key contact – Rex Bernardo.
- (4) Possibility for another session at UC Davis and this will be a recommendation for the new committee.

6. Committee as the go-to for industry positions.

- i) Several discussions were held with the NAPB Executive Committee members and Andy Lavigne from ASTA. Both recognized the role the committee can play to become a go-to voice and platform for industry related topics and feedback. This was identified as a space that the committee will continue to focus on over the next 2-3 years and not a single year's initiative. Proposal is that the chair and co-chair will co-lead this to ensure continuity and stay close to the advocacy committee on topics.

Additional projects worked on:

1. Workshop with the current committee members planned in July 15th, 2021 to brainstorm key focus areas and new initiatives for 2021/22 in preparation for the Annual Meeting in August for input and finalization. This will also serve as a nice hand-over between the current and new chairs in August and to ensure continuity on some initiatives and items that the committee has put in place since it started in 2019/20 that became a foundation. This will be led by the co-chair and secretary that will become the new chair and co-chair for 2021/22.
2. A Graduate Student Professional Development Workshop is planned for Sunday August 15th, 2021 hosted by Bayer Crop Sciences and Corteva. The topic is "Your Development for the Next Normal". The purpose of this workshop is for graduate students to better understand how working in industry has changed dramatically over the past year and how to develop networking skills in a virtual world. The workshop is free of charge to invited graduate students participating in the NAPB Annual Meetings. Students need to apply as seats are limited to 50. Highlights of this workshop include:
 - Creating a great virtual presence
 - Navigating the science in a virtual environment
 - Leading through influence
 - Networking & stakeholder mapping in a new role
 - Insights from a panel of recent graduates on adapting to industry in a global pandemic