ASSOCIATION OF EQUIPMENT MANUFACTURERS
Unapproved Minutes

PLANTER/SEEDER LEADERSHIP GROUP MEETING
February 12, 2015 ~ National Farm Machinery Show ~ Louisville, KY

Participants
Conor Bergin  AGCO Corp.
Joe Michaels  Case IH
Andy Siebert  Deere & Co.
Marc Gallagher  Great Plains
Luke Thornton  Horsch
Christophe Jeanroy  Kuhn (via phone)
Charlie O’Brien  AEM
Anita Sennett  AEM

Presenters & Guests:
Deb Carson  AEM (Stats) via phone
Benjamin Duyck  AEM (Market Intelligence) via phone
Mike Pankonin  AEM (Tech)
Rex Sprietsma  AEM (Stats) via phone
Nick Tindall  AEM (DC Office) via phone
Brian Voss  AEM (Membership)

I. Welcome:
AEM Director of Agriculture Product Management Anita Sennett welcomed the group. Introductions were made around the table.

II. Leadership Group Vision/Objectives:
Anita Sennett provided an overview of the vision for the new AEM Leadership groups: to provide an opportunity for leaders within companies manufacturing a specific product to come together and take a holistic view at all aspects surrounding the manufacture of that product. Through this group, company leaders can share information specific to sprayer manufacturing, identify areas of concern and determine a means by which to address them using AEM as a resource to do so. The group agreed with this concept.

III. AEM Planter/Seeder Market Information:

A. Statistics:  AEM Statistics Manager Deb Carson noted that model charts for current planter/seeder stats programs are included in the meeting packets. She requested any feedback from the group on the existing programs.

AEM Director of Statistics Rex Sprietsma noted that a new Latin American statistical program including planters/seeders is currently under development. He invited those eligible to join the program, and offered to discuss offline with anyone interested.
B. **Market Intelligence:** AEM Director of Market Intelligence Benjamin Duyck presented an overview of AEM’s market information products. He noted that a customized report specific to planters/seeders could be created and made available to this group by subscription, and presented a sample sprayer specific report as an example. AEM will follow up after the meeting to determine interest on the part of the group.

**ACTION ITEM:** AEM to follow up after the meeting to gauge interest in a customized planter/seeder report.

IV. **Fugitive Dust:**
AEM Director Government Affairs Nick Tindall provided an update on various actions taken and proposed by U.S. and Canadian EPA as well as AEM responses. He noted that AEM, together with other industry partners, has to date successfully helped to prevent any undue regulatory actions being implemented. However, EPA is under mounting pressure from environmental groups to take action.

Nick proposed creating a webinar series to educate EPA, bee health organizations, Canadian regulatory organizations, etc. on AEM member product innovations designed to mitigate fugitive dust. Besides educating organizations and legislators directly, this will serve to provide EPA with tangible evidence to environmental organizations that industry is working on this issue, and that regulatory action is not needed. Additional information will be sent out after the meeting.

**ACTION ITEM:** AEM to send additional information for members wishing to participate in a webinar series showcasing innovations designed to mitigate fugitive dust.

V. **Other Business:**
AEM staff posed the question as to whether there were any specific issues or areas of interest that this group would like to see addressed at the next meeting – technological update, other services, etc.? The consensus was that continued monitoring and activity with regard to fugitive dust is the priority.

VI. **Next Meeting:**
The next face-to-face meeting will likely be held in September 2015 at Farm Progress.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Anita Sennett
2/18/15