



**We invite you to join the Home Garden Seed Association  
Membership Application**

**Make Check Payable to: Home Garden Seed Association  
P.O. Box 93  
Maxwell, CA 95955  
Email: [Patty@SeedsByDesign.com](mailto:Patty@SeedsByDesign.com)**

**Select Membership type:**

<b>Active Member</b>	<b>Sponsor</b>
<b>Individuals or corporations engaged in the production or sale of seed for home gardens and companies that produce packets for the home garden seed trade.</b>	<b>Individuals, companies or institutions interested in promoting the gardening from seed, with the exception of those qualifying for Active Membership.</b>
<input type="checkbox"/> Platinum            \$4,800.00	<input type="checkbox"/> Patron                    \$4,800.00
<input type="checkbox"/> Gold                    \$2,400.00	<input type="checkbox"/> Supporting              \$2,400.00
<input type="checkbox"/> Silver                  \$1,200.00	<input type="checkbox"/> Associate                \$1,200.00
<input type="checkbox"/> Bronze                 \$600.00	<input type="checkbox"/> Affiliate                 \$600.00
<input type="checkbox"/> Nickel                  \$300.00	<input type="checkbox"/> Friend                    \$300.00

*Please Print:*

**Amount Enclosed: \$** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Company contact:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**Mailing Address: (if different)**  
\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_ **Zip:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_ **Zip:** \_\_\_\_\_

**Website URL:**  
\_\_\_\_\_

**Consumer Catalog Request Address/Phone # (if applicable) to be included for the public on our website:**  
\_\_\_\_\_  
\_\_\_\_\_

**Consumer website URL (if applicable) to be included for the public on our website:**  
\_\_\_\_\_  
\_\_\_\_\_

**Company Description to be included for the public on our website\* (35 words max.):**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Web-ready Company Logo can be emailed to [Patty@SeedsByDesign.com](mailto:Patty@SeedsByDesign.com) for inclusion with description



## **Our Mission: To Promote Gardening from Seed to All Ages**

### **Our Purpose:**

- To develop public programs that actively encourage gardeners to plant more seeds
- To provide a forum for Packet Seed Companies to discuss internally and address externally issues specific to our segment of the seed industry.
- To develop relevant written and photographic content on growing from seed and communicate regularly with garden media

**Our Goal:** To assist all of our members in selling more seed; to promote knowledge of and enthusiasm for gardening from seed to both home gardeners and garden media.

### **Member Benefits**

#### **As a Member, you can:**

- participate in our free annual trialing program. You will receive several trial “slots” to enter any seed items for evaluation at our rotating annual summer conference locations. This allows you and all of our members to see your new varieties, see how your varieties do in different climates, or just quality check inventory.
- attend our annual late summer conferences (various US locations), which provide:
  - tours of seed and community gardening based businesses, non-profits and education facilities
  - networking opportunities for fellow industry leaders
  - informative workshops and ‘round table’ discussions to assist in assessing consumer needs and developing marketing ideas
- participate in our EZfromSeed gardening communication program to assist your company’s outreach, providing access to and use of:
  - monthly seed and gardening related original content
  - press releases on timely seed gardening topics
  - our online presence and social media networking
  - targeted, regular communication with garden communicators
- take advantage of membership facilitation of communication and networking between seed producers, seed retailers and industry governing bodies This happens through various channels, including the annual Summer Conference, the annual Membership meeting and reception during ASTA each year (ask about our special member rate for ASTA registration), and through the HGSA representation of members in specific industry issues.

#### **As an Organization, how do we provide these Member Benefits?**

### **Improved and Expanded website**

HGSA's recently overhauled website is regularly updated, offering continuing opportunities to communicate our message by housing all of our relevant content on gardening from seed for your reuse and for public consumption. We are also expanding our current presence on social media so that our mission is spread faster.

### **"EZfromSEED" gardening communication program**

Our promotional focus emphasizes seed-grown vegetables, flowers and herbs that are easy for beginners. Our own HGSA writer, Pam Ruch, develops and designs relevant monthly articles and produces press releases that are regularly sent out to garden communicators. Pam also manages our HGSA Facebook account. Topics have included gardening with pollinators, tips for extending the gardening season, and our hugely popular "Seed Buying Guides 101 and 201". With the HGSA determining, creating and releasing our own data, we can focus our efforts on developing high quality, accurate promotional information for the garden media and home gardeners. And ALL of this content can be used by you as an HGSA member!

### **National Trialing Program**

The HGSA offers our members the opportunity to participate in our National Trialing program, since many packet companies do not have their own facilities to perform variety trialing or the ability to trial varieties in different climate zones. Each season, in conjunction with our summer meeting, members are invited to send in their varieties for evaluation in a different locale. Entries are typically direct seeded unless specified in advance. Trial conditions have ranged from the hot, dry climate of Texas to the high-altitude landscape of Colorado to the upcoming humid, unpredictable weather of New York's Finger Lakes Region.

### **Representation of our Membership on Addressing Key Industry Issues**

HGSA represents its members with a strong voice on home garden seed industry issues. Please forward any topics you feel should be reviewed. A few issues/topics we have addressed for our members:

- GMO/GE /Organic Seed information
- Seed packaging/labeling regulations/regulatory fees
- Seed testing guidelines
- Reaching home gardeners needs
- Neonicatoids and pollinator information/regulation

### **• Garden and Seed Industry Participation**

HGSA represents our membership nationally through:

- our annual winter meeting and reception at the ASTA Flower and Vegetable conference.
- representing HGSA at annual Organic Seed Alliance conferences.
- regularly attending the National Garden Writers annual conference to promote gardening from seed and publicize our EZfromSEED program

We welcome your suggestions on how best we can further serve your needs.

Regards,

**The Home Garden Seed Association Board of Directors**

Charlie Hart, Hart Seed, Past President  
Renee Shepherd, Renee's Garden, President  
Patty Buskirk, Seeds By Design, Vice President/Treasurer  
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