

# Partner Program



Thank you to our  
2012 Partners

Platinum Partner



Silver Partners

**syngenta**



*Palouse-Rock Lake*  
Conservation District

Bronze Partner

**MONSANTO**  
imagine™



## PNDSA Needs You

Funding for PNDSA comes from our partners and members. Your partnership provide a long-term commitment and vital monetary support for PNDSA, a non-profit with the mission to provide Pacific Northwest farmers with information exchange, advocacy on conservation policy issues, and research coordination that will assure the adoption of environmentally sustainable and economically viable direct seed cropping systems. Your support helps PNDSA help producer's transition to direct seeding, which improves the environment and advances the future of sustainable farming.

## PNDSA Partnership Benefits

All partnership levels include the following benefits:

- Your company will be recognized as a partner on our updated website. Your logo will be located on the homepage and company logo, bio, website click through, and ability to post company research and product and services information on Partner page (amount of references is based on partner level).
- Your company will have the opportunity to connect with 200 proactive and progressive direct seed members on the products, services, and solutions you provide through new tools and members only access on our updated [directseed.org](http://directseed.org) website including searchable membership directory, electronic bulletin board to post questions and comments on research and partner information.
- Your company will be recognized in each Direct Seed Link newsletter published three times per year (January, May, and September) and sent electronically to over 500 PNDSA affiliates and mailed to 200 members.
- An article about your company will be written and included in the Direct Seed Link newsletter once per year (length determined by partnership level).
- Your company will benefit from the affiliation with PNDSA's brand and SMART Farm – Certified Sustainable certification program that will validate the environmental and economic benefits provided by direct seed producers.
- Your company will receive direct seed research, program information, and event notices provided in regular email updates, event reminders, access to a central direct seed calendar on [directseed.org](http://directseed.org) website, and tri-annual newsletter.
- An annual membership to PNDSA.
- Your company is invited to attend PNDSA Board Meetings and events.
- Your company will receive a PNDSA t-shirt, cap, and pen.
- First rights for conference sponsorship opportunities and reduced registration rates for your company and preferred customers
- Your contribution is tax deductible, as PNDSA is a 501c(5).
- Additional recognition opportunities based on partnership level.

Pacific Northwest Direct Seed Association  
PO Box 5  
Colton, WA 99113  
[www.directseed.org](http://www.directseed.org)  
[pndsa@directseed.org](mailto:pndsa@directseed.org) | 509-995-6335

# Partnership Levels

<b>Bronze Partner</b>	<b>\$2500 yearly contribution</b>
General Benefits	Specific amounts defined for Bronze Partnership level: <ul style="list-style-type: none"> <li>• Links to TWO marketing collateral or research documents</li> <li>• Company bio in Direct Seed Link newsletter 50 words or less</li> </ul>
Plus Choice of	ONE Additional Recognition Opportunity
<b>Silver Partner</b>	<b>\$5000 yearly contribution</b>
General Benefits	Specific amounts defined for Silver Partnership level: <ul style="list-style-type: none"> <li>• Links to FOUR marketing collateral or research documents</li> <li>• Company profile article in Direct Seed Link newsletter 500 words or less (about 1 pg)</li> </ul>
Plus Choice of	TWO Additional Recognition Opportunities
<b>Gold Partner</b>	<b>\$7500 yearly contribution</b>
General Benefits	Specific amounts defined for Gold Partnership level: <ul style="list-style-type: none"> <li>• Links to SIX marketing collateral or research documents</li> <li>• Company profile article in Direct Seed Link newsletter 750 words or less (about 1 ½ pgs)</li> </ul>
Plus Choice of	THREE Additional Recognition Opportunities
<b>Platinum Partner</b>	<b>\$10000 yearly contribution</b>
General Benefits	Specific amounts defined for Platinum Partnership level: <ul style="list-style-type: none"> <li>• Links to TEN marketing collateral or research documents</li> <li>• Company profile article in Direct Seed Link newsletter 1000 words or less (about 2 pages)</li> </ul>
Plus Choice of	FIVE Additional Recognition Opportunities
<b>Project Partner</b>	<b>\$15000 and up</b>
	Project/initiative outlined and accomplished together with Partner Recognition define as part of the project/initiative scope

## Additional Recognition Opportunities

<b>Website Ad</b>	Ad on one interior page sidebar. Not on home page. Size determined by web page design. Time based on partner level, defined below. <ul style="list-style-type: none"> <li>• \$2500 Contribution - THREE months</li> <li>• \$5000 Contribution - SIX months</li> <li>• \$5000 Contribution - SIX months</li> <li>• \$10000 Contribution - TWELVE months</li> </ul>
<b>Newsletter Display Ad</b>	Color ad in Direct Seed Link newsletter. Frequency and ad size based on partner level, defined below. <ul style="list-style-type: none"> <li>• \$2500 Contribution - ONE ad per year, approximate size 3.5" x 3.75"</li> <li>• \$5000 Contribution - ONE ad per year, approximate size 7" x 3.75"</li> <li>• \$7500 Contribution - TWO ads per year, approximate size 3.5" x 3.75"</li> <li>• \$10000 Contribution - TWO ads per year, approximate size 7" x 3.75"</li> </ul>
<b>Conference Registration</b>	Complimentary annual conference registration based on partner level, defined below. <ul style="list-style-type: none"> <li>• \$2500 Contribution - FOUR registrations</li> <li>• \$5000 Contribution - SIX registrations</li> <li>• \$7500 Contribution - EIGHT registrations</li> <li>• \$10000 Contribution - TEN registrations</li> </ul>
<b>Partner Info In Conference Registration</b>	Marketing collateral or research document included in Direct Seed conference registration package, must meet deadline requirements.
<b>Partner Information Distributed</b>	Article or information sheet distributed electronically to PNDSA members and affiliates, approximately 700 people one time per year.
<b>Banner at Events</b>	Partner banner displayed at PNDSA events, farm tours, crop demonstrations, breakfast meetings, and conference.

# Direct Seed Benefits

Direct seed farming systems place seed and fertilizer in one – two passes directly into the crop residue and root structure from last year’s crop. Specialized equipment opens a narrow seed row in largely undisturbed soil and the crop grows up through that seed row. Direct seeding provides numerous environmental and social benefits:

- The crop residue and root structure keeps the water and the soil in the field, reducing runoff into creeks and rivers and soil erosion by 90%. The reduced sedimentation improves water quality, fish habitat and minimizes the need for dredging.
- Direct seed sequesters carbon. Tillage accelerates decomposition of straw, releasing carbon, in the form of carbon dioxide (CO<sub>2</sub>), into the air. Direct seed keeps carbon in the soil where it belongs.
- Direct seed improves general soil health. Keeping carbon in the undisturbed soil increases earthworm counts, and builds up organic matter and plant nutrients.
- Direct seed reduces fuel usage and carbon footprint. An average of 3.5 gallons of diesel per acre per year (7000 gallons on an average 2000-acre farm) can be saved by direct seeding in one-two passes versus up to six times under conventional methods. Also, by reducing fuel usage, harmful engine exhaust emissions are reduced.



- Direct seed reduces fertilizer inputs because fertilizer is placed with precision applicators so only the amount needed is used and it is placed near the seed so the crop, not the weeds, can utilize it.
- Direct seed reduces dust because of fewer times over the field and crop residue stabilizes the soil’s surface so wind has minimal effect. Plus direct seeding into CRP ground and other high-residue crops can reduce the practice of field burning.
- Direct seed improves wildlife habitat because crop residue provides cover and food for birds and other animals and acts as riparian filter strips next to water ways providing filtration and controlling soil erosion.
- Direct seed provides economic and social benefits eliminating tillage passes enabling farmers to reduce equipment maintenance, diesel, fertilizer and labor costs, making farming more viable and sustainable, keeping our Pacific Northwest economy strong and allowing more food to be produced with fewer resources.

*Your support helps PNDSA help producer’s transition to direct seeding, which improves the environment, and advances the future of sustainable farming!*

## Complete and return to PNDSA

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

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Phone: \_\_\_\_\_

## Payment

Check Enclosed     Visa     MasterCard

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

## Select Partnership Level

- |   |  |
|---|--|
| <input type="checkbox"/> Bronze - \$2500<br>+ 1 add'l recognition opp | <input type="checkbox"/> Silver - \$5000<br>+ 2 add'l recognition opps     |
| <input type="checkbox"/> Gold - \$7500<br>+ 3 add'l recognition opps  | <input type="checkbox"/> Platinum - \$10000<br>+ 5 add'l recognition opps. |
| <input type="checkbox"/> Project –Define Amount:                      |  |

## Select Additional Recognition Opportunities

- |  |   |
|--|---|
| <input type="checkbox"/> Website ad                            | <input type="checkbox"/> Info included in conference packet |
| <input type="checkbox"/> Newsletter ad                         | <input type="checkbox"/> Info distributed to membership     |
| <input type="checkbox"/> Complimentary conference registration | <input type="checkbox"/> Banner at events                   |

Please return with payment to:  
PNDSA  
PO Box 5  
Colton, WA 99113

**Thank You!**

# Certification Program

Pacific Northwest Direct Seed Association with Washington State Department of Ecology is developing a certification program, marketing and outreach campaign to educate the public, Ag industry, and producers on the environmental and economic benefits of direct seed farming practices and provides support for producers to transition to direct seeding.

## Certification Objectives

- Define and certify farms using direct seed cropping systems.
- Recognize growers that are meeting environmentally and economically beneficial certification standards.
- Develop markets and value for direct seed environmental and social benefits and *Certified Sustainable* products through:
  - product differentiation and added value,
  - niche marketing opportunities,
  - increasing customer loyalty through the branding message
  - providing a sustainable, safe, and environmentally friendly product to the end-consumer,
  - education for land-lords, consumers, and channel partners on the benefits of direct seed practices

## Certification Initiatives

The certification has six initiatives that will be evaluated and proven in order to become certified:

- 1) Improving Water Quality – through less soil disturbance, less soil erosion, precision placement of fertilizers, and implementing buffer strips along water sources
- 2) Improving Air Quality – by keeping crop residue on the field to avoid wind erosion, and reducing fuel emissions from equipment
- 3) Improving Soil Quality – by reducing the amount of tillage which increases organic matter, earthworm activity, and yield potential.
- 4) Improving Wildlife habitat – by providing food and cover for wildlife and fish habitats
- 5) Conserving Energy and Reducing Carbon Footprint – through planting in 1 – 2 passes allowing a significant reduction in fossil fuel usage and sequestration of carbon in the soil
- 6) Improving Economic Viability and Sustainability – reducing input costs of fuel, labor, and chemicals through precision agriculture and direct seeding practices ensures the family farm can continue to produce a safe food supply for the growing population



**PO Box 5**  
**Colton, WA 99113**