Dr. Richard Morrison will discuss the evolution of the breeder-producer seed industry, and the expanding roles of plant pathology in support of breeding, product development, seed production, and seed health. Seed companies develop innovative plant cultivars and produce seed. The seed is marketed world-wide, and healthy, high quality seed is critical to the international seed trade. Cooperation of the seed industry with public institutions and government has been important in minimizing the damage from plant pathogens. Richard began his seed industry career in 1973 with Northrup King. He joined Sakata Seed America in 1986, where he was Manager of Plant Pathology, retiring in 2007. His work has included vegetables, field and forage crops, turf, flowers, seed production, and seed health.