

NEWS RELEASE

For Immediate Release

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Rob-See-Co Completes Purchase of Germplasm Pool

ELKHORN, Neb. (March 31, 2022) – Rob-See-Co, an independent seed company located in Elkhorn, Neb., announced the completed purchase of a germplasm pool. This germplasm’s strengths focus primarily in the northern plains, a market that has received less focus and investment, and gives Rob-See-Co the opportunity to develop and produce hybrids that enhance its overall product offering.

“The ultimate strength for hybrid improvement lies in the development of germplasm for underrepresented areas to maintain genetic diversity,” said Jim Robinson, Rob-See-Co Chief Technology Officer. “This material gives us the ability to develop products where we see a need and can help farmers improve yield and agronomics in regions where genetic gains have been stagnant.”

This germplasm has key strengths, in 95 RM and earlier maturities within the northern plains, including focuses on plant stature, husk cover, dry down and standability that will give growers greater yield, stability, and profitability.

To learn more about Rob-See-Co’s product offerings, visit www.robseeco.com/products.

About Rob-See-Co

Rob-See-Co is an independent seed company with regional expertise, providing customers access to leading genetics and traits through the Rob-See-Co, Masters Choice® and Innotech® seed brands. Rob-See-Co works alongside its customers, building strong relationships and helping them plant the right seed for their long-term success, while keeping the process friendly, straightforward and simple. To learn more, visit www.robseeco.com.

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