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MEDIA RELEASE

Australian Seed Company Breaking New Ground

The only wholly Australian owned summer hybrid seed company, HSR Seeds is investing heavily in new genetics and research to bring forward improved varieties into all summer crop growing regions of Australia.

HSR Seed was formed by the merger of two locally owned and operated businesses, Hylan Seeds and Snowy River Seeds, just over twelve months ago. HSR Seeds are a summer crop specialist company, supplying grain sorghum, forage sorghum, field maize, sunflower, popcorn and sweetcorn seed. Managing Director Rodney Coe is pleased that the new company has already established a solid foothold in the summer seed industry based on the strong product range they are now able to offer. "We have developed some true synergy with this merger" said Rodney. "We have managed to couple together two very strong independent operations, both of which have developed obvious strengths from competing over many years with multinationals." "What singles us out is that our direction and strategy is totally defined by the current and future needs of Australian farmers we are not owned, managed, directed or answerable to any international chemical company. This gives us complete autonomy to develop industry leading hybrids from strong research and development programmes concentrated wholly on the Australian market" HSR Seeds sources its germplasm and genetic backgrounds from local government and independent Australian programmes in conjunction with strong linkages to many and varied global partners. Rodney believes genetic diversity is a real competitive advantage for HSR, and says that the proof is in the product range available now from the new company. "We have a terrific base to commence our new business with. Right now we can lay claim to having the two highest yielding corns in Australia, Olympiad and Hannibal which have managed to achieve 21 tonnes per hectare of grain. We are also breeding field maize lines with exclusive genetics, which have superior digestibility characteristics incorporated into their makeup. Olympiad is setting the pace for silage quality. Our sweetcorn Punch has broken the Australian yield record of 32 tonnes per hectare. We have the only white grain sorghum on the market, Liberty, and the highest midge tested sorghum on the market in Armour. Enforcer promises to be the new first choice for irrigated sorghum growers with massive yield potential, and this last season smashed the 13T/Ha barrier for yield. Our forage sorghum programme is led by the newest 12 gene Brown Mid Rib (BMR) technology in Australia, and we have released three BMR hybrids from this superior genetic background – no other seed company here has this technology. BMR Revolution is already changing the face of the summer forage industry with its exceptional productivity matched to its high quality feed values. Our sunflowers are very competitive with Advantage still being the highest yield tested sunflower currently available on the market today. Overall we are in a very strong position to further grow and expand our business, as we start to gain more presence in markets we have previously not ventured into." Rodney is adamant that the new company will not get lost in the corporate jungle that has led to the downfall of numerous agribusiness firms. "We acknowledge, and will always remember that what counts for farmers is that the crops do what they are promoted to do, and that we are easy to deal with" We have managed to reach this exciting stage in our business based on the way in which both Hylan and Snowy River were successfully run. It does not matter how good our brochure is, if a farmer plants our variety and has been misled on its performance capability, then we have failed in our duty. Our job is to develop industry leading hybrids, promote them accordingly and ensure we have that bit right. I would rather we under promised and over delivered than make a bad sale. HSR's catch cry is "The Proof is in the Paddock" that is what we want our farmer customers to see, and that is what we aim to deliver"