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MEDIA RELEASE

New Appointment for HSR Seeds in Northern NSW

Northern New South Wales farmers will have a new summer crop specialist agronomist to support them, with the recent appointment of **Graeme Tooth** to the role of **Central Regional Manager** for HSR Seeds. HSR Seeds is a wholly Australian owned seed company dealing exclusively in summer hybrids such as grain sorghum, forage sorghum, maize, sunflowers, popcorn and sweet corn. With a strong research and development focus, HSR Seeds are bringing new industry leading hybrids to the market, and have increased their resourcing and investment significantly into Northern NSW.

Graeme comes from a solid rural background, with a lifetimes' experience in livestock production, broadacre farming and agribusiness. Based near Qurindi, Graeme will be working with summer crop growers on their own farms, and is implementing a much stronger trialing programme to evaluate current commercial and new experimental hybrids with the view to releasing them onto the market. Graeme holds a qualification in Agriculture and most recently has spent over a decade working with both Elders and Pursehouse Rural on the Liverpool Plains.

Graeme, along with other HSR Seeds staff will be manning the HSR Seeds Display at Site H18B at Ag Quip this year. "It's the first time HSR Seeds have exhibited in their own right at Ag Quip" according to Graeme. In the past we have been associated with other company displays, but we are definitely increasing our efforts and support for NSW growers, and this is our first real chance to put some significant investment into the local industry. We will have on display, our new Summer Cropping Guidelines for northern NSW and a presentation of all of our varieties that will suit local growers. In particular we will have a strong emphasis on our newest grain sorghum Tiger, which has been purpose bred for ethanol production, and has had an outstanding first year in the market. We will be asking people to "Come along and see the Tiger" at our stand. Other highlights will be the yield record smashing efforts of Enforcer grain sorghum this last season, and a special promotion on Sunoleic 06 sunflowers for any growers looking at the early sunflower planting option. Graeme offers an open invitation to any farmers looking for summer crop information to call in at the HSR Seeds tent." We will have plenty of good information there, some of which will be of real interest, and whatever else, people can simply drop in for a chat and a cup of tea – we would just like to say hello and introduce ourselves." Graeme says there will be a Tiger at the HSR Seeds stand – but it is a friendly one.