



FOR IMMEDIATE RELEASE

Media Contact: Megan Arnold
megan.arnold@agreliant.com
317-896-5552

AGRELIANT GENETICS ANNOUNCES NEW LG SEEDS TECHNICAL TEAM AGRONOMISTS

WESTFIELD, Ind., April 10, 2018 – As AgReliant Genetics stays committed to unifying its regional brands, the LG Seeds brand is excited to announce the launch of their new Technical Team Agronomist role. This role will provide technical support services to LG Seeds’ sales team, customers, and dealers.

With the addition of this role and new team members to the expanding LG Seeds’ roster, customers and dealers will have more support in the field than ever before.

LG Seeds’ Technical Team Agronomists will ensure every customer and dealer has regular access to a highly-trained agronomist. These individuals will leverage the deep product knowledge that already exists among AgReliant Genetics’ six regional brand agronomy teams making up the new LG Seeds brand. The team will focus on supporting sales growth and strategic brand initiatives, including our digital ag platform, Advantage Acre®.

“The LG Seeds’ Technical Team Agronomists allow the company to provide multiple layers of support and industry-leading service along with quality products, strong partnerships and bottom-line results,” said Logan Vaughn, Product & Agronomy Services Manager, LG Seeds. “These individuals will be an integral part of our sales teams that will be committed to providing trusted agronomic solutions and strong product portfolio knowledge. Ultimately, this will enhance the technical sales conversation and maximize the success of our customers and dealers.”

As AgReliant Genetics continues to unify its regional brands – the current LG Seeds, Eureka Seeds, Golden Acres Genetics, Great Lakes Hybrids, Producers Hybrids and Wensman – regular announcements in regard to new brand enhancements will continue as the organization moves toward its planned launch of the new LG Seeds brand in July of 2018.

###

About AgReliant Genetics, LLC

Headquartered in Westfield, Ind., AgReliant Genetics is an innovative seed company committed to delivering high-quality seed, providing exceptional service and creating consistent customer value. Created in 2000 as a joint venture between the international seed groups KWS and Limagrain, AgReliant Genetics is ranked as the third largest corn seed company in North America. AgReliant Genetics markets corn, sorghum, soybean and alfalfa seed through its brands: AgriGold®, Eureka Seeds®, Golden Acres Genetics®, Great Lakes Hybrids®, LG Seeds®, PRIDE Seeds®, Producers Hybrids®, and Wensman®. The service marks and trademarks mentioned herein are registered trademarks of AgReliant Genetics or its affiliated entities.