

LG SEEDS: BOTTOM-LINE, BETTER RESULTS

WE MEAN BUSINESS™



WE ARE LG SEEDS

A NEW BREED OF SEED COMPANY

You work in acres, not hours. Your boardroom is a tailgate. And some days you spend as much time digging through data as you do digging in dirt. The last thing you need is some seed company selling you the same bill of goods they sell everyone else. What you need is a partner focused on what matters to you: a successful business and a stronger bottom line.

At LG Seeds, We Mean Business. From our scientists in the lab to our agronomists and dealers in the field, we take a team approach to maximize your success from field to yield. Every day, we roll up our sleeves and get down to business with you — the business of helping you grow.





LG Seeds is a national seed company and a member of the AgReliant Genetics® family. In 2018, LG Seeds and five other AgReliant dealer brands — Eureka Seeds®, Golden Acres Genetics®, Great Lakes® Hybrids, Producers Hybrids® and Wensman® Seed — unified under the LG Seeds name. Together, we're one powerful team rooted in a long history of enduring relationships, deep local expertise, leading genetics and cutting-edge technology.





STRONGER RESULTS FROM FIELD TO YIELD

MORE CHOICES DELIVER MORE RETURN PER ACRE

We're known for our great seed — products that thrive for a harvest that exceeds expectations. That's due to our focus on leading genetics and our commitment to offering not just an extensive lineup of hybrids and varieties, but also the latest seed treatments, insect protection and weed control traits. From corn and soybeans to alfalfa and sorghum, our products are bred to meet high expectations and deliver consistent, quality results season after season.





MAXIMUM POTENTIAL IN EVERY SEED

THE STRONGEST GENETIC COMBINATIONS

Being part of AgReliant Genetics — one of the largest independent, seed-only organizations in the United States — means we have access to the best traits and germplasm in the industry. Combine that with extensive quality control and state-of-the-art facilities, and the result is high-quality seed, bag after bag.

LEADING GENETICS

AgReliant's research program ranks among the top five in the United States, guaranteeing that we're always on the leading edge of hybrid development. Advanced techniques — like doubled haploid breeding — let us develop new inbred lines in half the time of traditional breeding for quicker release of new traits and truly pure, uniform genetics.

EXTENSIVE TESTING

Our North American research facilities evaluate 100,000-plus hybrid combinations annually. Tests ranging from warm and cold germination and purity analysis to winter growouts and electrophoresis, help ensure consistent performance in different environments. We take an aggressive approach to bringing the best products to market.



PROFESSIONAL DEALERS, PROFESSIONAL RESULTS

LOCAL EXPERTISE FROM A DEALER-DRIVEN SEED BRAND

At LG Seeds, we partner with a professional network of highly trained and engaged dealers located in the regions we serve. Why? This team approach lets us focus on what we do best — bringing leading genetics to market — while our dealers provide “feet on the farm” expertise, getting to know each operation as if it were their own.





STAR PARTNER

Achieving STAR Partner status means an LG Seeds dealer shares our passion for the agriculture industry and helping farmers grow their businesses. STAR Partners work closely with our sales teams and agronomists, and receive marketing and business support. In return, STAR Partners are expected to:

- Operate a business focused primarily on selling seed
- Offer strong agronomic expertise and in-field support
- Use digital ag platforms to help maximize yields
- Attend regular training on the latest genetics, traits and technology



DIGITAL AG THAT DELIVERS RESULTS

GET THE EDGE WITH
ADVANTAGE ACRE®

Nothing can replace the knowledge that comes from years spent in the field. Better decisions are made by enhancing that knowledge with advanced digital ag technology, turning your growing season from good to great. Our digital ag management tool, Advantage Acre®, brings together the three fundamental elements of farming: seed, soil and weather. Linking them in one easy-to-use, web-based platform allows for smarter decisions and better profit potential.

Advantage Acre recommendations put LG Seeds' hybrids in the precise location in every field where they maximize yield potential.





PLANT THE SEED FOR SUCCESS

Understanding how to maximize seed potential starts with genetic knowledge. Built into Advantage Acre are the results of our global, year-round research trials, which tell us each seed's genetic preferences for soil type, climate, moisture, heat, nitrogen timing, population density and more.



BUILD A STRONG FOUNDATION

Functional soil maps provide insight into a field's season-by-season behavior patterns, unlike standard soil survey maps. Advantage Acre accurately maps field characteristics like soil content, water movement and yield potential to drive seed recommendations.



BE PREPARED RAIN OR SHINE

All the right management decisions don't matter if they're not aligned with the season's weather. Advantage Acre uses Weathertrends360® and its 11-months-out forecast — with a proven accuracy of 84 percent — to help with field planning and seed selection.

LET'S GET DOWN TO BUSINESS

Success doesn't just happen. It's something you create every time you make a big decision or a tough choice. Now's the time to take a stand and choose a new breed of seed company — one focused on delivering superior products and expertise to enhance your bottom line.

**Make a bold choice and start seeing results.
Get down to business at LGSeeds.com.**



LGSEEDS

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