



***FOR IMMEDIATE RELEASE***

## **Hyland Seeds Building for the Future**

**[Blenheim, ON – May 7, 2008]** – Hyland Seeds announced today it is restructuring management of the company and adding new agronomist positions to reflect strong growth and evolving customer needs.

“The seed industry is changing dramatically and we need to build our organization to continue to grow and be successful,” explained Hyland Seeds General Manager John Cowan. To fulfill this vision, Hyland has created two new management positions; Product Manager, which will be filled by Marty Vermey; and Sales and Marketing Manager, a new role for Jim Olmsted.

The reorganization creates a direct link from sales and marketing to production, product development and research to ensure the organization is most effectively developing, producing and marketing Hyland Seeds products that fit the current and future needs of farmers.

“The seed business is increasingly complex. It’s not just about seed varieties and hybrids, but also traits, seed treatments, seed sizes, package sizes and the incredible logistics involved,” said Cowan. “To continue our success we need to elevate communication within the company to speed up product development and make sure we have the right products and information to meet our customers’ needs.”

Vermey moves to his new role after 15 years of broad based experience in the Canadian seed industry. “Marty’s the right person for this job,” said Cowan. “He’s done a great job in growing our Ontario sales and he has a strong technical background. He also has a passion for our product and a great understanding of how and why products are successful.”

Olmsted will shift from his current Product Development and Marketing Manager role. His new role will have a strong focus on market analysis – working with the sales force to determine customers’ needs and communicating that back through research, production and development, led by Vermey. “Jim knows the seed business and he will ensure that Hyland’s sales and marketing strategy reflects what’s happening in the marketplace,” said Cowan.

Hyland also announced it intends to hire two Technical Seed Agronomists to provide support for Hyland dealers and customers in Ontario. The agronomists will help position seed products, and provide the information and insight Hyland dealers and growers need to ensure they have the right products and technology to maximize performance in specific agronomic environments.

There will also be changes to the sales team and its structure. Hyland has refined its sales territories and will hire a new sales manager to take responsibility for Central Region sales. Ivan Warriner will move to the Eastern Region Sales Manager position and Talbot Bergsma will remain as the Western Region Sales Manager. A communications manager will also be added to support sales and marketing.

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The structure changes and new positions introduce a three-year plan that will see Hyland add additional positions to build its capability to meet growing product performance and customer service needs.

Founded in 1975, Hyland Seeds is the largest, privately owned, multi-crop breeding program in Canada. Headquartered in Blenheim, Ontario, Hyland is internationally recognized for industry-leading corn hybrids, soybeans, edible beans and cereal grains. Through extensive crop research programs, modern processing and dedicated service, the Hyland brand has become synonymous with seed quality. Using traditional and state-of-the-art technology, Hyland focuses on the development of hybrids and varieties with an agronomic fit for growers in Canada and the Northern Tier of the United States.

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