

Hyland Seeds announces 2010 seed lineup

Blenheim, ON [October 5, 2009] – With a strong emphasis on new technology traits, Hyland Seeds unveils its 2010 lineup of top performing corn hybrids and soybean varieties to deliver the performance growers need for a stronger, more profitable business.

Hyland's 2010 lineup includes corn hybrids with industry-leading genetics for insect protection and herbicide flexibility backed by on-the-ground local research. Hybrids are tested under local growing conditions in Ontario field trials, so growers can have confidence in the performance of these hybrids on their own farms.

“HL CVR68 was the highlight of Hyland's yield trials in 2008 and we anticipate more great performance for the upcoming growing season,” says Marty Vermey, product manager for Hyland Seeds. This triple stacked hybrid features excellent grain quality and a great disease package. Another progressive triple in the Hyland Seeds lineup is HL CVR74, delivering superb standability and yield performance at maturity. Hyland Seeds offers nine triple stacked grain corn hybrids for simplified weed and insect control. All Hyland's triple stacked hybrids include protection against corn rootworm, corn borer and a number of other corn insect pests, along with the broad-spectrum weed control of Roundup Ready 2 Technology™.

In the double stacked grain corn category – with corn borer protection and the flexibility of herbicide-tolerant weed control with Roundup Ready® – Hyland Seeds offers 11 hybrids for 2010. Leading the lineup are HL B45R and HL B77R, two hybrids with solid performance giving growers the flexibility to choose the technology traits they need. HL B45R has built a name for consistent yields and good plant health, and HL B77R is a new addition for 2010, promising outstanding yield potential as a grain or silage hybrid. Hyland Seeds also offers 11 refuge corn hybrids, which are all excellent choices for growers to maintain good resistance management practices.

Genuity™ Roundup Ready 2 Yield™ soybeans were new in the 2009 season and Hyland Seeds had exclusive access to the HS 24RYS01 variety. “HS 24RYS01 has drawn attention throughout the growing season with comments such as good emergence, vigour and uniformity,” says Vermey. Ontario growers are anxiously awaiting this fall's soybean harvest to compare yield results of this promising new technology.

Founded in 1975, Hyland Seeds has the largest, privately owned, multi-crop breeding program in Canada. Headquartered in Blenheim, Ontario, Hyland is internationally recognized for building 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.

-30-

Media contacts:

Marty Vermey
Product Manager, Hyland Seeds
519-676-8146
mvermey@hylandseeds.com

Jim Olmsted
Sales and Marketing Manager
519-676-8146
jolmsted@hylandseeds.com