



For Immediate Release

Hyland takes soybean performance to a new level with launch of Roundup Ready 2 Yield™ soybeans

Blenheim, ON [November 12, 2008] – Hyland Seeds continues to build on its leading soybean lineup by offering two new Roundup Ready 2 Yield varieties for the 2009 planting season. This new technology will provide Ontario soybean growers with the same benefits of the original Roundup Ready® trait with the added potential for a 7 to 11% increase in yield.

HS 24RYS01, a 3175 heat unit soybean cyst nematode (SCN) tolerant variety will be an exclusive variety available to Hyland Seeds' customers. Hyland will also offer 5201RR2Y, another SCN variety with a maturity rating of 3025 heat units.

The addition of Roundup Ready 2 Yield to Hyland Seeds' 2009 product lineup introduces the next generation of soybean technology to Ontario growers. For the past four years Hyland Seeds has been working to incorporate the Roundup Ready 2 Yield trait into its top conventional varieties and a full range of Hyland Roundup Ready 2 Yield products will emerge from the product pipeline in the near future.

“These two new soybean varieties will redefine soybean yield expectations,” says Jim Olmsted, sales and marketing manager, Hyland Seeds. “We are committed to bringing these new products to Ontario soybean growers and we’ll quickly be able to offer even more varieties.”

Hyland Seeds has built a reputation in the seed industry as a leader in soybean genetics by developing and offering outstanding varieties like RR Renwick and Colby and also being one of the first seed companies to offer Vistive™ soybeans. For 10 years, RR Renwick has provided Ontario growers with consistently high yields and strong performance. Colby is a high yielding IP (identity preserved) variety in demand around the world. In 2006, Hyland Seeds made a commitment to developing opportunities for growers by offering Vistive soybeans, enabling growers to take advantage of premiums for this low-linolenic oil variety. Hyland Seeds also continues to develop new leading Roundup Ready varieties such as HS 24R45 and HS 26RS23.

“Offering the new Roundup Ready 2 Yield technology demonstrates our commitment to advancing the soybean industry,” says Olmsted. “At Hyland Seeds we continue to build our portfolio – offering this new technology to growers today and continuing to deliver top performing varieties for tomorrow.”

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.

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