



5908 52ND AVE. S., FARGO, ND 58104 USA
TEL: 701-373-8115 FAX: 701-373-8119

Contact:
Nick Revier
701-373-8115 Ext. 106
Nick.Revier@sesvanderhave.com

For Immediate Release

SESVanderHave – Ready for Roundup Release **Early indications show strong performance in Roundup varieties**

Fargo, N.D., July 29, 2009 – SESVanderHave is ready. Roundup Ready that is.

The company recently announced that on August 3, growers up and down the Red River Valley can claim their allotment of Roundup Ready sugarbeet seed for the 2010 season. Growers will not be asked to sign contracts or purchase orders until the selling season for 2010 planting, which begins in October 2009.

“This is a significant time for our company,” says Nick Revier, Director of Sales and Marketing for SESVanderHave. “We were number one for a long time with our conventional varieties and we’ve been a little quiet in the marketplace the last two years. Now that our Roundup Ready genetics are ready, we expect strong demand for our varieties,” adds Revier.

SESVanderHave hopes this early allotment sign up will help growers with their planning for the 2010 growing season. “We don’t want any surprises for growers later. We want to ensure our growers get the varieties and quantities they expect.”

Mark Anfinrud, SESVanderHave Sugarbeet Seed Product Manager, has been pleased with the results in the field so far. “We’re seeing some impressive early season numbers with speed of emergence, final stand counts and vigor ratings in the research fields,” says Anfinrud. “Our goal all along has been to come to market with Roundup Ready varieties that are as good or better than our conventionals. So far we’re seeing our additional work pay off.”

SESVanderHave has made a point to achieve a level of consistency and stability in their Roundup Ready varieties, resulting in strong germination, emergence and vigor. “The genetic back-crossing required to achieve these traits takes more time, but the results will be worth the wait with the stability and performance our Roundup Ready varieties will bring,” says Anfinrud.

- more -

In addition to research and development, SESVanderHave has made changes in production protocols and invested heavily in seed processing equipment. X-Beet priming has also been incorporated to provide additional value for growers.

“These changes implemented by R&D, production and processing are resulting in good genetic purity and performance, which enhance the overall quality of the new varieties,” adds Anfinrud.

SESVanderHave will continue to produce conventional varieties as well. “We know not all growers are ready to plant 100% Roundup Ready,” says Revier. “Some growers still need our Tandem Technology and other disease-specific packages. We’re striving to convert these varieties to Roundup Ready with the plan of having Roundup Ready Tandem Technology by 2013. We hope our entrance into Roundup Ready will allow growers to select varieties based on their unique growing situation and variety performance.”

Growers can claim their allotment of SESVanderHave Roundup Ready seed by contacting their dealer directly, or by calling SESVanderHave at 877-373-8115.

SESVanderHave is based in Tienen, Belgium with U.S. headquarters in Fargo, ND and provides leading sugarbeet seed varieties in 50 countries worldwide.

- 30 -