



FOR IMMEDIATE RELEASE

Contact: LuElla Sprout
Horizon Ag
866-237-6167

Demand Strong for CLEARFIELD® Rice Varieties in 2008

MEMPHIS, TN (Oct. 26, 2007) – Due to unexpected seed shortages last season, red rice enjoyed a stellar comeback on many fields, and in 2008, rice farmers more than ever need the economic and efficient weed control offered by the CLEARFIELD System.

“In 2008, farmers can get back to cleaning up fields with proven CLEARFIELD rice varieties that offer good yields, milling quality and the highest tolerance to Newpath® herbicide on the market,” said Randy Ouzts, general manager of Horizon Ag. “There is a good supply of Horizon Ag CLEARFIELD rice varieties for the coming season. Interest has been great this fall and bookings are happening early for both CL161 and CL171-AR across the rice belt.”

Launched in 2007, CL171-AR has demonstrated very desirable characteristics on a broad-acre basis, including high yield potential, superior straw strength, excellent herbicide tolerance and high cup weights at harvest. Preliminary milling yields on CL171-AR have been very encouraging. Many farmers have reported very good yield performance in 2007 with yields as high as 212 dry bushels per acre in Missouri.

Developed by the University of Arkansas, CL171-AR appears to have better straw strength than Wells and CL161. Based on 2007 performance, it should be a solid CLEARFIELD variety for growers who have experience with Wells and CL161, offering both high yield potential and good milling quality.

Another CLEARFIELD rice variety in good supply for 2008 is CL161, the product that set the standard for yield, milling and herbicide tolerance in CLEARFIELD rice. CL161 has been proven on over one million acres since it was launched and provides the yield, milling and weed control stability rice farmers need to be successful.

“We are working with all of our seed processors to see that CLEARFIELD rice variety lots meet all federal and state standards for the 2008 season,” Ouzts said “Horizon Ag CLEARFIELD

rice varieties put the farmer in control of his fields and greatly reduce the risks associated with planting CLEARFIELD hybrids, such as lodging, herbicide injury and shattering problems during adverse weather events at harvest. Both CL171-AR and CL161 have been proven on large-scale acres with consistent results, and demand for the 2008 season is strong. At the end of the day, our varieties offer the most consistent yield, milling and harvest attributes available, giving growers the peace of mind they need at planting time.”

Horizon Ag continues to support efforts to commercially develop and market new and improved CLEARFIELD rice varieties with its university partners. Several exciting products in the development pipeline are set for release in the near future. In 2008, registered seed production and a limited commercial launch is planned for CL151, an early-maturing variety with outstanding yield potential, grain quality and milling attributes. Developed by Dr. Steve Linscombe at Louisiana State University, CL151 has shown a disease package similar to Cheniere and yield potential equal to, and better in some cases, than Cocodrie.

Prior to purchasing CLEARFIELD rice, growers must sign a stewardship agreement. Growers who wish to plant CLEARFIELD rice must follow stewardship guidelines as set by BASF and Horizon Ag. Details concerning stewardship can be accessed via retailers and ORYGEN® Producer-Processors, as well as <http://www.agproducts.basf-corp.com/>.

Horizon Ag developed its ORYGEN Seed Marketing System to coordinate the production and distribution of advanced seed lines for technology providers and public university breeding systems through quality rice seed producers, processors and seed retailers. For more information about Horizon Ag and its ORYGEN Seed Marketing System, go to www.horizonseed.com.

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