



FOR IMMEDIATE RELEASE

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## **Rice Growers Make CLEARFIELD® Varieties Seed of Choice in 2008**

**MEMPHIS, TN** (June 11, 2008) – Demand for CLEARFIELD® rice varieties in 2008 has surpassed all expectations for Horizon Ag, the company announced today.

“The market share of Horizon Ag CLEARFIELD rice varieties has increased substantially over 2007 and is estimated at 800,000 acres this year,” said Randy Ouzts, general manager of Horizon Ag. “Preliminary indications show that our CLEARFIELD varieties have out-sold CLEARFIELD hybrids by an overwhelming margin this season. Producers continue to put their trust in our product line due to consistent performance, outstanding germination and vigor, and the highest Newpath® tolerance available in the market place.”

In addition to record seed sales, Horizon Ag CLEARFIELD rice producer processors also have one of the largest seed production efforts to date in place to meet market demand for the 2009 season. Included in the current seed production efforts are CL131 and CL151, two highly anticipated CLEARFIELD varieties slated for release next year.

CL151 has shown potential to be the company’s highest-yielding variety to date offering outstanding herbicide tolerance and consistent quality for which CLEARFIELD varieties are known. CL131 will be back on the market in 2009 and grower demand is expected to be strong. With demand for the technology continuing to grow and a continued increase in adoption of the CLEARFIELD System, Horizon Ag and its producer processors are poised to meet grower seed expectations for the future, said Ouzts.

“Horizon Ag standards for seed quality are very strict and based on several criteria. We not only mandate stringent requirements for *imi* herbicide tolerance, but also

for germination, seed purity and overall product quality,” he said. “We utilize a multi-faceted approach in our quality assurance effort via internal monitoring with seed labs as well as via certification schemes by the various seed testing organizations of the southern rice growing states. We greatly value the assistance of independent seed testing organizations that follow specific state and federal guidelines for rice seed. Growers receive the benefits of this oversight and it shows in our seed quality and performance. Horizon Ag CLEARFIELD rice producer processors consistently provide some of the best available rice seed in the market.”

These high standards for Horizon Ag CLEARFIELD varieties have led to zero product complaints in 2008 related to emergence, replants or herbicide response and crop injury. Coupled to these high standards is the fact that Horizon Ag and its commercial seed partners have the capacity to produce the substantial CLEARFIELD rice seed inventories necessary to meet grower demand in the future.

“Growers can buy with confidence knowing that quality assurance remains a cornerstone of our business and that CLEARFIELD rice seed availability will be there on a consistent basis,” Ouzts said.

To maintain the advantage of CLEARFIELD varieties, Horizon Ag continues to place high emphasis on stewardship of the CLEARFIELD system.

“The CLEARFIELD System is the most efficient and economical system for controlling red rice and other tough weeds in rice, and we continually remind growers to abide by all stewardship requirements. Following all guidelines is critical to protecting the longevity and effectiveness of the system,” he said.

For more information about Horizon Ag and CLEARFIELD Rice varieties, go to [www.horizonseed.com](http://www.horizonseed.com).

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You can link to this news release by going to: <http://www.horizonseed.com/docs/2008-Seed-of-Choice.pdf>