

Summer 2008

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Busy Summer Planned for CLEARFIELD® Rice

As we conclude what has to be one of the longest planting seasons in recent memory, I'd like to share my thoughts with you on the status of our current business. As you probably know, sales of CLEARFIELD rice varieties have surpassed all expectations for Horizon Ag and our seed partners. We can't thank you enough for your support this season. We realize the market continues to be very competitive for CLEARFIELD rice seed.

We're continuing our marketing and sales support activities over the course of the summer and have several key events scheduled across the rice belt that should keep awareness high for your growers and retailers. While this season has seen an all time sales high for Horizon, we're already looking toward 2009 with great optimism due to the tremendous growth of our business. We're making strong headway into what will be the broadest CLEARFIELD rice product offering in the history of our business thanks to your efforts this season.

As we wind down the planting activities in all rice growing states, I'm very proud to say that we've not had a single product complaint related to seed quality issues, germination or crop response problems this season. It's evident that while more than a few growers have had their hands full with some of the other CLEARFIELD seed products planted this season, our product quality has again shown its value in the field. We view this as an excellent selling opportunity for your business, as there is no substitute for selling superior seed offerings to your grower customers.

Perhaps our greatest collective strength relates to CLEARFIELD rice seed quality and the attention given to our production protocol with our highly skilled producer processors. We greatly value your attention to detail, as well as the assistance of the independent seed testing organizations that follow specific state and federal guidelines for rice seed. We strongly support "knowing what's in the bag" before putting product into the market place, and this has never been more evident than the 2008 season. We don't create "hype" to sell our products, and growers can buy CLEARFIELD rice varieties with confidence that they'll perform as claimed and with the assurances that our products do what is promised.

The launch of CL151 provides the best opportunity yet to demonstrate this to your customers, and we are focusing quite a bit of our marketing and sales promotion efforts here to support your sales next season. We have Super Plot Field Days planned this summer and you can follow several of our plots online by going to www.horizonseed.com and clicking the CLEARFIELD Variety Field Plot links there for up-to-date information on crop progress, inputs to date and to see photos of the crop. This "virtual field day" approach was developed to support our products and gives all CLEARFIELD rice seed customers unlimited access as we follow our plots to harvest, with detail provided on all aspects of production at various crop stages. We think your growers will find this very useful and encourage you to follow along during the season.

In closing, we thank you again for your support of the most exciting technology in rice production and wish you continued success as we move forward into the 2009 selling season. If we can be of assistance don't hesitate to call as always.

Regards,

A handwritten signature in black ink, appearing to read "Randy Ouzts".

Randy Ouzts
General Manager

New Horizons



8275 Tournament Drive
Suite 255
Memphis, TN 38125
Toll Free 866-237-6167
Phone 901-818-3070
Fax 901-818-3117
www.horizonseed.com

CLEARFIELD® Variety Field Plots

Horizon Ag field personnel have arranged "super plots" in Louisiana and Arkansas that are planted to key CLEARFIELD rice varieties for each region. Field day events are scheduled at both locations this summer.

The Louisiana plot is located near Eunice and features three key CLEARFIELD varieties for the region: CL151, CL171-AR and CL161. Each plot is larger than 20 acres

be held later in the summer. In Mississippi, a seed production field of CL151, located in Bolivar County near Merigold, is being closely monitored as well.

Both super plot locations and the CL151 seed production field in Mississippi will be featured on the Horizon Ag Web site as virtual field plots where viewers can find out the location of the plots and read

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The 2008 OPP Meeting is scheduled for Oct. 29-30 at the Hilton Hotel in east Memphis. Information about hotel reservations and meeting time will be sent out soon by Horizon Ag.

and offers a good look at the potential of these rice varieties for the Louisiana market. In Arkansas, CL151, CL171-AR, CL161 and CL131 are planted in large plots near Hickory Ridge, where an event will

up-to-date information on crop progress, inputs to date and see photos of the crop. Real-time weather conditions at the plot locations, plus other information regarding the crop can be found there, too. This is a new, dynamic Web-based tool that allows the viewer to track the progress of these rice plots from planting through harvest.

The field plot site was created to provide an additional layer of information about our products. Much of the site should be live by the time this newsletter is published. To view the plot sites, go to the Horizon Ag home page (www.horizonseed.com) and look for CLEARFIELD Variety Field Plots and click on a state.

Reports from the summer events will be published in the fall edition of New Horizons.

Bobby Soileau Farm in Eunice, LA.

Preview the field day plots at
www.horizonseed.com/louisiana2008

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