

NEWS RELEASE

For Immediate Release

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Rob-See-Co Celebrates 10th Anniversary

A decade of Growth, Innovation, and Commitment

ELKHORN, Neb. (September 29, 2023) – October 1, 2023, marks the 10th anniversary of Rob-See-Co, an independent seed company located in Elkhorn, Neb. Over the past decade, the company has made remarkable strides in the seed industry, demonstrating unwavering commitment to its core values of Simplicity, Technology, and Relationships.

Reflecting on 10 years of progress, Rob Robinson, CEO of Rob-See-Co said, “I started Rob-See-Co because there was a gap in the market. There were producers who were interested in doing business with an independent company that is nimble, friendly, and customer-focused so we decided to enter the business with a transparent offering, very few programs, and simplified pricing. We had some great people join us early and bring their customers over and the company has grown ever since.”

Rob-See-Co’s success story can be attributed to its steadfast commitment to innovation and customer relationships. In an industry that is constantly evolving, the company has consistently embraced new technology and expanded its footprint to better serve its valued customers. This approach has allowed Rob-See-Co to adapt to changing market dynamics while maintaining the trust and loyalty of its growers.

Mark Pogge, one of the first Rob-See-Co employees, said “It’s been a great honor and privilege working with Rob Robinson for the past 10 years. Rob has so much passion for the seed industry. I have really enjoyed the ride. We are laying the tracks right in front of a freight train. I just wanted to say thank you to Rob and congratulations to Rob-See-Co on a great ten years.”

In celebration of this anniversary, the company wanted to thank its customers and the communities they live in by initiating the Rob-See-Co Rural Library Grant in honor of Robinson’s grandmother, Agnes Robinson. A total of \$10,000 will be awarded to selected rural libraries across the Rob-See-Co market area. Grant recipients will be announced in early October.

As Rob-See-Co marks this significant milestone, the company looks forward to continuing its legacy of excellence, innovation, and customer-centric values in the years to come. With a deep



sense of gratitude to its customers, partners, and dedicated team members, Rob-See-Co remains committed to providing top-quality seed solutions and fostering enduring relationships within the agriculture community.

To learn more about Rob-See-Co, visit www.robseeco.com.

About Rob-See-Co

Rob-See-Co is an independent seed company with regional expertise, providing customers with access to leading genetics and traits through the Rob-See-Co and Innotech® seed brands. Rob-See-Co also offers Masters Choice specialty silage and forage products, as well as Streamline Ag seed-driven crop inputs. Rob-See-Co works alongside its customers, building strong relationships and helping them plant the right seed for their long-term success while keeping the process friendly, straightforward, and simple. To learn more, visit www.robseeco.com.

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