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Media Contact:
Brenda Christensen, Marketing Manager
402-316-7212 | bchristensen@robseeco.com

Rob-See-Co Hires Dr. Calvin Treat as General Manager

ELKHORN, Nebr. (December 4, 2023) – Rob-See-Co, an independent seed company located in Elkhorn, Nebraska, welcomes Dr. Calvin Treat as the next General Manager. Dr. Treat has over 30 years of experience building a deep and comprehensive knowledge of the seed and trait industry, including 14 years with JC Robinson Seeds in corn breeding and product management. Chuck Lee, the current General Manager, will be retiring on December 31st.

“After conducting an extensive executive search both internally and externally, we are thrilled to have Calvin on board,” said Rob Robinson, CEO at Rob-See-Co. “He brings experience on both the technical and commercial sides of the business as well as numerous relationships throughout the industry and he is a wonderful addition to the team.”

Dr. Treat grew up on a row crop and livestock farm in central Nebraska. Calvin’s education includes a Doctorate in Plant Breeding and Plant Genetics from the University of Wisconsin-Madison, an Executive MBA from the University of Nebraska at Omaha, a Master of Science in Agronomy from the University of Wisconsin-Madison, and a Bachelor of Science in Agriculture Economics from the University of Nebraska-Lincoln.

Through past roles in senior leadership positions, Treat has become accomplished in collaboration, aligning strategy, influencing, and gaining buy-in while marshaling resources across complex organizations.

“I am excited to join Rob-See-Co, a growing independent seed company,” said Treat. “I not only bring my expertise but also a commitment to contribute my best on this journey of growth, innovation, and collaboration.”

Dr. Treat’s first day was November 27, 2023.

About Rob-See-Co



Rob-See-Co is an independent seed company with regional expertise, providing customers access to leading genetics and traits through the Rob-See-Co and Innotech® seed brands. Rob-See-Co also sells 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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