



For Immediate Release

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Rob-See-Co™ introduces new, expanded soybean line-up *To include new genetics and the LibertyLink® platform*

ELKHORN, Neb. (July 2016) —

Rob-See-Co, one of the fastest growing seed companies in the industry, announces the introduction of a new leading edge soybean line-up for the 2017 growing season. According to Rob Robinson, CEO of Rob-See-Co “Because we are an independent regional company, we were able to work with all of the leading trait and genetic providers to put together this exciting new line-up of soybeans. With this line up, we are bringing our customers more choices and options, that will address the specific challenges they face in each of their growing areas, like nonselective weed control.”

Nate Meyer, Soybean and Alfalfa Product Manager adds “With so many areas seeing an increase of glyphosate resistant weeds, we felt it was important to introduce a large number of our new genetic varieties with the LibertyLink system.”

LibertyLink® provides proven results in controlling weeds like giant ragweed, waterhemp, kochia, marestail and Palmer amaranth. It is the only nonselective alternative to glyphosate-tolerant systems. Meyer says “Liberty®’s unique mode of action offers nonselective weed control that will produce cleaner fields for our customers thus eliminating yield loss that can be affected by escaped weeds.”

Rob-See-Co’s new soybean line-up is in plots this year and will be available for the 2017 planting season with a full range of maturities from 0.1 to 3.8 rm.

For more information, contact Nate Meyer.

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. We work alongside our customers, building strong relationships, 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.