



Welcome to Rob-See-Co

On October 1st the “Re-launch” of the Rob-See-Co brand became official. Most people will remember the Rob-See-Co brand from its earlier days of the J.C. Robinson Seed Co. and the Golden Harvest Brand.

The NEW Rob-See-Co (RSC) brand will focus its marketing efforts for products bred for the Western Corn Belt and Northern Corn Belt regions. These new corn and soybean products will be marketed under the Innotech™ Brand, which is a brand owed by Syngenta. The Rob-See-Co company has a long history with Syngenta going back to 2004 when Syngenta purchased the J.C. Robinson Seed Co. and affiliates that made up the Golden Harvest brand.



Although Rob-See-Co markets exclusively Syngenta products and technologies, it is a privately owned company with Rob Robinson as the CEO. “The decision to market Innotech was an easy decision to make. Syngenta has spent the past 10 years developing new germplasm that is now available for market. The Innotech brand allows us access to that pool of exciting new products and to Syngenta’s pipeline of technologies”, explained Rob.



“We believe the timing is right as growers tell us they want choices. When we can offer some of the best genetics in the industry, leading-edge technologies combined with an experienced sales force who have a personal connection to their customers... good things happen!”

For more information on Rob-See-Co we invite you to contact us at 1-855-45-1822 or email Steve Pike at spike@robseeco.com.