

## NEWS RELEASE

### For Immediate Release

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## Rob-See-Co Announces NorthStar Genetics Acquisition

ELKHORN, Neb. (March 15, 2021) – Rob-See-Co, an independent seed company located in Elkhorn, Neb. acquired NorthStar Genetics, a Minnesota-based seed company. The acquisition enables Rob-See-Co to expand in the soybean market and provide its expertise in the corn market to NorthStar Genetics Dealers and growers.

“We are excited to welcome the NorthStar Genetics team to join our Rob-See-Co family,” said Rob Robinson, Rob-See-Co CEO. “Rob-See-Co and NorthStar Genetics share the culture of a regional, family-owned company. Both companies offer a simple, transparent business model and value the customer relationship. Given the synergies between the two companies, we see a mutually beneficial relationship.”

Rob-See-Co expects to work with 100% of NorthStar Genetics’ Dealers and will continue to sell NorthStar Genetics brands through the 2021 growing season. In 2022, the company plans to sell solely Innotech brand soybeans but continue to sell NorthStar Genetics corn products along with Rob-See-Co corn products. The company will operate out of Rob-See-Co’s headquarters in Elkhorn, NE.

Both company’s customers will benefit from an expanded product selection. NorthStar Genetics customers will gain the efficiencies of Rob-See-Co’s operations, including broad germplasm and trait access, and improved testing and characterization. Rob-See-Co customers will benefit from NorthStar Genetics’ soybean production expertise. All customers will continue working with their respective NorthStar Genetics and Rob-See-Co representatives, as there is virtually no overlap in territories.

“We encourage our dealers to embrace Rob-See-Co, and we believe this is a great opportunity to enhance their dealerships with outstanding, world-class genetics and traits,” said Dan Hogstad, NorthStar Genetics long-time CEO and current Senior Advisor. “NorthStar Genetics began in 1996, and grew into a serious player in both the Upper Midwest and Canada. Today’s environment has led us to sell to Rob-See-Co, an outstanding group of seedsmen who are very experienced and excel in dealer development and support. This dealer-oriented business is something we’ve strived to accomplish, and we’re proud of the dealer force we have.”

“Our two organizations bring together strengths and expertise neither had independently,” said Jim Robinson, Corn & Soybean Product Manager at Rob-See-Co. “We are thrilled to have the opportunity to enhance our soybean expertise, and to be able to share that with our growers.”

To learn more about Rob-See-Co, visit [www.robseeco.com](http://www.robseeco.com).

### **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 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](http://www.robseeco.com).

Innotech® is a registered trademark of a Syngenta Group Company. Enlist E3™ soybeans were jointly developed by Dow AgroSciences LLC and MS Technologies, LLC.®™ Enlist E3 is a trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow. Rob-See-Co™ is a trademark of Rob-See-Co, LLC.

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