



Hello and welcome to the inaugural issue of the WestBred[®] Group's quarterly newsletter.

The WestBred team is fortunate to participate in an environment that cultivates strong relationships with the many facets of the agricultural industry. Our team is focused on four core building blocks.

Our success and the success of our customers depends on us delivering on these four elements and this newsletter is one way we'll keep you informed on the progress we are making to "Improve Nature's Grains."

We sincerely appreciate the opportunities afforded to us by those that support the small grains industry and a special thank you to current and future WestBred customers.

Jeff Koscelny

WestBred Commercial Lead



FOCUS

Bringing locally adapted small grain varieties to the marketplace with high-performance potential



INNOVATION

Introducing cutting-edge breeding technology for small grain varieties



TRUST

Continuing to be the small grains farmer's trusted partner in the industry



SUSTAINABILITY

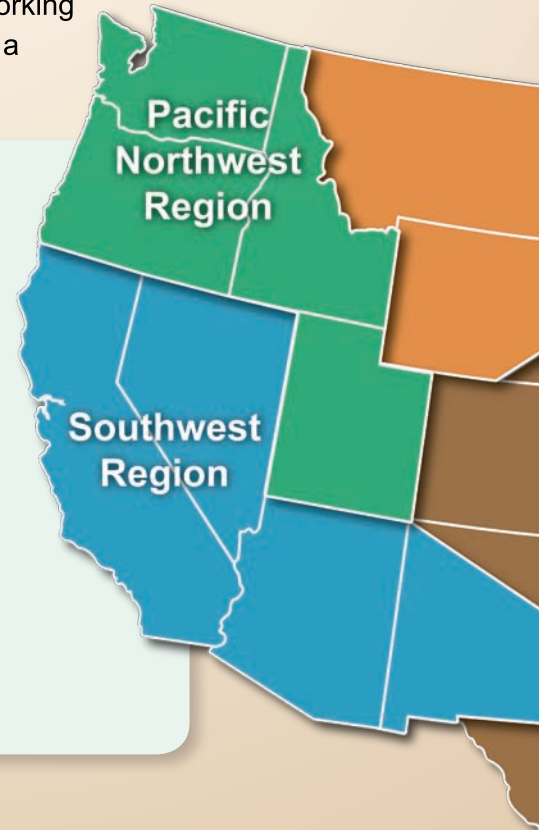
Helping farmers conserve resources through advancements in agronomic traits





Meet Your Commercial Managers

From Washington to New York, WestBred's Commercial Managers are working hard to ensure the right varieties are delivered to the right market. Here's a chance for you to get to know them a little bit better.



Kevin Hodges

Pacific Northwest Region

Working in the agricultural seed business for the past 13 years, I've come to enjoy the multiple and different facets of the various agronomic practices that we are fortunate to interact with. It's interesting going from irrigation, to high-rainfall to dryland. It's also interesting working with classes of grain that are suited for protein sensitive markets and other classes that are designed for flat rise food products.

This season I'm really excited about **WB-Junction**, a soft white winter wheat, **WB-Arrowhead**, a hard red winter wheat, and **WB-1070CL**, another soft white winter wheat. These new varieties are successfully servicing broader acreage markets while providing new agronomic benefits to growers.

When not working, I look forward to spending time with my children and family, including camping in the summer and downhill skiing in the winter.



Jeff Koscelny

Southwest Region

In addition to my responsibilities for the overall commercial business, I have the opportunity to manage the Southwest Region. Both roles afford me the opportunity to work with our WestBred customers and to deliver products that can meet their individual needs.

This year I'm really excited about a number of new product launches for farmers in the southwest complimenting our already great product portfolio. We're launching **WB-Mohave**, a desert durum, **WB-Perla**, a hard white wheat, **WB-Joaquin Oro**, a hard red wheat and **WB-Patron**, a hard red forage wheat have all demonstrated great agronomics for Southwest farmers and we are excited about their future.

For fun, I've just recently taken the initial steps to try to improve my golf game. It needs a lot of improvement!



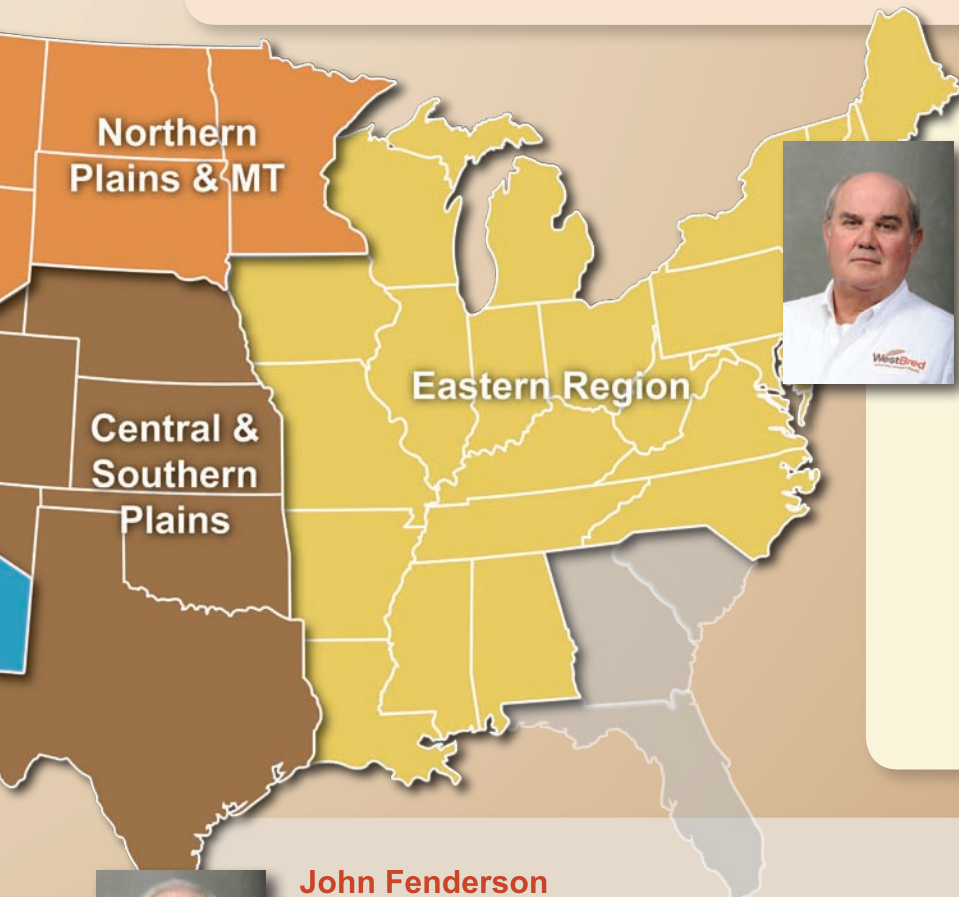
Ryan Holt

Montana and Northern Plains

My career in the seed business with WestBred began in January 2009. Prior to that, I worked in the ag input business for more than 20 years as a retail location manager and regional distribution manager. I like working in agriculture because it's exciting being part of the spectacular changes that are happening and to be part of something that touches every single person in the world.

One of the newest varieties in my region that I'm most excited about is **WB-Quake**. It's a new solid stem hard red wheat that has tremendous potential in Montana. It is very well adapted to the region and should be a great tool for growers battling the Saw Fly problem. We're also looking forward to **WB-Mayville**. This hard red spring wheat's combination of very high yield potential, high protein and excellent standability makes it a popular choice with growers in the Northern Plains.

When not working you can find me camping, riding my ATVs and motorcycles and spending time with my family.



Jon Stafford

Eastern Region

My first job in agriculture was in 1971 – 41 years ago! The thing I've enjoyed most about working in agriculture is the people I've met. I've developed many strong relationships, especially over the past 20 years selling wheat genetics.

Two of the newest varieties in my region that I'm most excited about are **WB-700** and **WB-196**, two varieties featuring superior yield and disease resistance that is necessary for the eastern market. WB-700's outstanding head scab resistance and yield will make it a leader our area very soon!

As far as hobbies are concerned, I enjoy an occasional game of golf and working odd jobs around our family farm.



John Fenderson

Central and Southern Plains

I've been in the agricultural business for over 30 years and in the seed business for the last 15 years. Having grown up on a small farm, I've always loved agriculture. Working for WestBred is a great way for me to stay close to farming without actually being a farmer. Ironically, animal agriculture is my first love!

This year I'm excited to bring farmers in the Central and Southern Plains **WB-Cedar**, a hard red winter wheat with excellent yield potential, great straw strength, good drought tolerance and early maturity. WB-Cedar performed very well in higher yield conditions and held up well to rust race changes. While many wheat varieties were lodging this year due to the conditions, WB-Cedar stood very well.

When not working, I enjoy playing golf, hunting, fishing, raising cattle and spending time with my family.



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"My perspective of WestBred at this point is that they are the number one wheat-breeding program here in Montana, at least in my area. With their new association with Monsanto, certainly we are seeing here on the ground some of that money that's being invested in equipment and research. And, in the future, that is certainly going to transfer into more material for us to look at and more opportunity for the growers in this area."

Mike DeVries
Barber Seed,
Denton, MT



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Maximize Your Field Yield



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