

Doug Bastian, New General Manager At Producer's Choice Seeds

Producer's Choice is pleased to announce that Doug Bastian has been appointed to the new position of General Manager with the company effective March 30, 2009. This announcement concludes a lengthy search to find the right person for this important role in our organization.

Doug will be located at the Jordan, MN facility and immediately become involved in the day to day operations of Producer's Choice.



Doug brings a wealth knowledge and experience of forage and turf seed to his new role. He has spent the last six years with Land O' Lakes, Inc. as their Turf/Forage Product and Marketing Manager. Prior to that he was a Farm Seed Manager and Certified Crop Advisor for Olds Seed Solutions. During his career he has also held retail sales, marketing and operational roles with other forage seed companies. Doug is very knowledgeable of the U.S. forage industry and is active in several forage organizations and initiatives. He received his Bachelor of Science degree in Agribusiness/Agricultural Economics from the University of Wisconsin-Platteville in 1989.

"We are very pleased that Doug Bastian has joined Producers Choice," says Paul Frey, President/CEO Cal/West Seeds and Producer's Choice, "Doug's background in forage seeds combined with his experience in the seed trade make him uniquely qualified to lead the continued growth of the company."

When asked why he joined the company, Doug said "Producer's Choice is a leader in bringing new technology to the growers across the US with the backing of a great breeding program. I wanted to be a part of a company who has a commitment to bring elite forage products to the market and assist them in making Producer's Choice a household name."

Doug, his wife Anita and their two children currently reside in Sun Prairie, WI and will be relocating to the Twin Cities after the school year ends.

Please join me by extending a warm welcome to Doug and wishing him the best of success as he joins the Producer's Choice team!

Sincerely,

Leon

Leon Herried
Vice President Sales and Marketing