

FOR IMMEDIATE RELEASE

**Limagrain Cereal Seeds Hires Product Development Manager
Brad Erker, former Director of Seed Programs for Colorado State, joins staff**

FORT COLLINS, Colo., Oct. 28, 2011 - Agronomist Brad Erker has been added to the growing North American team for Limagrain Cereal Seeds, a U.S. subsidiary of the largest plant breeder and seed company in Europe. Erker, a Colorado State University graduate, will oversee nationwide commercial management of Limagrain Cereal Seeds wheat varieties in his role as product development manager.

“At Limagrain, we are dedicated to hiring the best and brightest in the industry,” said Frank Curtis, Executive Vice President and Chief Operations Officer for Limagrain Cereal Seeds. “We are very pleased that we’ve found someone so well-suited for this national position right here in Fort Collins. Brad’s diverse agronomy and genetics experience and his ability to work with both scientists and farmers are a perfect fit for the product development manager role.”

Erker has a bachelor’s degree in agronomy and a master’s degree in plant breeding from CSU, and most recently worked at the university in seed certification and testing as Director of Seed Programs. He has worked in the private and public sectors for the past 18 years, gaining experience in various agricultural areas ranging from plant genetics to seed production to sales.

“My area of expertise is with the seed industry, and I enjoy working with the whole process from beginning to end,” Erker said. “My passion is for increasing world food production, and my new role with Limagrain will allow me to contribute to that. [Limagrain] is taking the necessary steps to become a key component of the wheat seed industry in the U.S. and it’s exciting to be a part of that from the early stages.”

In his free time, Erker enjoys experiencing the outdoor activities Colorado has to offer, especially golfing, fishing and snowmobiling. He was raised on a family wheat farm in eastern Colorado, and still has family living and farming there, in Morgan and Weld counties.

Group Limagrain was founded in France in 1942. The farmer-owned company has 7,000 employees and is the largest seed company in the European Union. Fort Collins, Colorado serves as the North American headquarters of Limagrain Cereal Seeds, the newest subsidiary of Group Limagrain. LCS has regional research stations in Washington, Indiana, Minnesota and Kansas. Visit www.limagraincerealseeds.com.

Limagrain Cereal Seeds Press Contact

Frank Curtis, Executive Vice President and Chief Operating Officer
970-498-2200 – Frank.Curtis@Limagrain.com