

Drew Hendricker named Limagrain's Regional Sales Manager

From corn and soybeans to wheat, Illinois native takes his talents to Colorado

FORT COLLINS, CO – Limagrain Cereal Seeds announced that Drew Hendricker has been hired as Regional Sales Manager to lead LCS' brand strategy for its US Great Plains region.

He will lead sales efforts in the wheat-rich region that includes parts of Texas, Oklahoma, Nebraska, Kansas, Colorado, the Dakotas and Minnesota. The LCS product lines in this region sprang from the successful Trio program started by Dr. Jim Wilson in Wichita, Kansas and the Trigen program started by Dr. Bob Romig in Minnesota. LCS Wheat Breeders in the region are Dr. Marla Hall and Dr. Blake Cooper.

Hendricker's most recent experience was as a district sales manager for Hughes Hybrids in northern Illinois, primarily working with corn and soybeans. Prior to Hughes, Hendricker worked as a crop specialist with FS Growmark.

Hendricker's new LCS territory covers a wide area: he acknowledges he'll be doing a lot of traveling throughout Middle America.

"The (LCS) office has identified about 600 seed growers in those states," he said. "They have them prioritized, know the variety of wheat they're growing and even the size of their operations. My job will be to service LCS' existing distributors and grow that list with new producers of Certified wheat seed," Hendricker said.

Hendricker and his wife, Emily have two daughters, Abbie, 3, and Allie, 1, and are expecting a third child in October. He will work out of the Limagrain Cereal Seeds' North American Headquarters in Fort Collins, CO.

For the Hendrickers, coming to Colorado is a dream come true.

"My wife and I knew we wanted to move out to Colorado," he said. "I visited there several times and love it."

Hendricker said his goals include helping Limagrain Cereal Seeds' customers achieve greater profits while helping the company build a strong reputation in the U.S. "My goal with Limagrain is to build the kind of trust and rapport with growers that reflects well on me and on Limagrain," he said.

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“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. “Drew has the drive and the experience that will help build our brand and expand our influence.”

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.

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