



For Immediate Release

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AgVenture® D&M Acquires Bo-Jac Seed Company

KENTLAND, Ind. (June 30, 2011) – AgVenture D&M Seed Company of Kentland, Ind., is pleased to announce it has purchased the retail seed program of [Bo-Jac Seed Company](#), based in Mt. Pulaski, Ill. This acquisition blends Bo-Jac's 60 years of seed experience with the proven AgVenture Maximum Profit System™, a system dedicated to helping growers continually achieve high levels of excellence.

Four Bo-Jac sales representatives will join AgVenture D&M, which is a member of the largest network of independent seed companies in the industry. These team members – now referred to as AgVenture Yield Specialists – will continue to deliver the same level of service to their customers.

"Many customers have strong ties to the Bo-Jac brand and the people who represent that brand," stated AgVenture D&M CEO Mike Davis. "All of us at AgVenture understand that, and we are committed to supporting these representatives who have joined our team. They are still empowered decision makers who will continue to work closely with their customers, putting their needs first." The four new AgVenture Yield Specialists are:

Wes Alexander
Kentucky

Eric Lundberg
WC Illinois

Brian Brown
WC Illinois

Russ Tongate
EC Illinois

"This change marks an exciting new chapter for growers using Bo-Jac seed," Davis added. "They will not only have access to some of the key varieties they have found past success with, but they can also draw from the largest pool of genetics in the world. The Bo-Jac brand and strategy already closely aligned with the AgVenture model, making it a good fit for us *and* our customers! We believe that it takes the *right* people, the *right* genetics/technologies on the *right* fields."

Former Bo-Jac customers will also benefit from a new level of diversity, choice and the latest global technologies. Their AgVenture Yield Specialists will introduce them to new methods of achieving crop potential through the Maximum Profit System. In addition, they can simplify their seed selection process with the Max_Pack, a system that puts each hybrid into one of three distinct categories: Maximizers, Heavyweights and Defenders.

About AgVenture

AgVenture, Inc. is the nation's largest network of independently owned regional seed companies. Based in Kentland, Ind., AgVenture provides this growing network of independently owned and managed regional seed companies with seed products meeting exacting standards for quality, together with leading-edge genetics and technology. Since 1983, this unique marketing approach has allowed each individual company to match the hybrids it sells to the specific needs of the geographical area it serves. Combined

with professional seed representation at a local level, AgVenture strives to help every grower realize more profit from every field. To find out more about AgVenture D&M, please visit www.agventuredm.com.

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