



For Immediate Release

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AgVenture Mid-South Hosts Company Summer Conference

KENTLAND, INDIANA (JULY 3, 2012) — Seed company owners, seed sales and marketing professionals representing independent seed companies from across the country gathered at Tunica, Mississippi June 19 – 21 at AgVenture’s National Summer Conference. AgVenture Mid-South hosted the event and provided first class ‘Southern Hospitality’ to the members of the nation’s largest network of independently owned and operated Regional Seed Companies.

The annual summer conference provides an opportunity for AgVenture’s Regional Seed Companies to interact and engage in professional improvement, focus on product and technology updates, and share strategic insights between and among companies and individuals. AgVenture Mid-South General Manager Terry Dulaney said, “Our AgVenture meetings are always packed with learning opportunities. But we were proud to introduce many of our Midwestern, northern and eastern counterparts to Mid-South agriculture. It allowed us a chance to showcase our facilities and our agriculture.”

Dulaney and his team hosted nearly 200 attendees, providing an array of insightful and educational experiences. “We toured a number of fields, assessing the corn and soybeans as we raise them here, as well as cotton and rice fields.” He added, “There was a great deal of interest in our Profit Plots and how we manage the crop for maximum yield. It’s just great to share with peers from across the country, learning together and sharing what we all do to support our customers year-round and through the years to help them become more profitable.”

Mitch Snyder of Wabash, Indiana is part of AgVenture’s Regional Seed Company network. “I was very impressed with intense level of professionalism AgVenture Mid-South brings to everything they do. We all learned a great deal. I personally found the cotton gin tour very interesting. It’s great to learn something new among like-minded people -- people that share the same passion for our work and our customers.”

AgVenture, Inc. General Manager Dave Treinen said, “This year’s summer conference was refreshing. We have such a great network of seed professionals throughout the country. They inspire one another with their innovations. They are fully committed to improving customers’ yields and profitability.” Treinen added, “We continue to provide customers with ever-greater access to top-performing seed genetics and technologies. Our network of Regional Seed Companies continues to grow in their ability to put those products to work in fields across the nation.”

AgVenture, Inc. is the nation’s largest network of independently owned regional seed companies. Based in Kentland, Indiana, AgVenture provides this growing network of independently owned and managed seed business owners 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.

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