

FOR IMMEDIATE RELEASE

## ■ **Limagrain Cereal Seeds Adds Brent Conrady to Central Plains Station**

### **New hire brings agronomy, plant breeding expertise to Kansas Team**

WICHITA, Kan., Sept. 30, 2011 - Limagrain Cereal Seeds, a U.S. subsidiary of the largest plant breeder and seed company in Europe, announced that Brent Conrady has been hired as a research associate. Conrady will manage harvest and wheat breeding trials, data collection, off-station testing and other research tasks in the company's Central Plains region.

"Brent brings with him a background in family wheat farming, paired with a solid knowledge of agronomy research and plant breeding," said Marla Hall, Hard Red Winter Wheat Breeder for LCS. "His prior experience and his continually expanding expertise will allow him to really understand the needs of the producer."

Conrady has a Bachelor of Science degree in agronomy from Northwestern Oklahoma State University, and is currently working on a Master of Science degree via Iowa State University's distance education program.

Limagrain's reputation for innovative processes and the company's emphasis on applying modern technology to the traditional principles of sustainable agriculture, was a natural fit for Conrady's future-oriented mindset, he said. "I really wanted a company that was progressive and an opportunity to move forward in the industry, so I'm excited to work for Limagrain and to help get a number of new varieties out on the market."

Outside of work, Conrady spends time golfing, building toys, collecting John Deere toy tractors, and enjoying fatherhood. He and his wife of four years have a four-month-old baby boy.

*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 the Group Limagrain. LCS also has regional research stations in Washington, Indiana, Minnesota and Kansas. For more information visit [www.limagraincerealseeds.com](http://www.limagraincerealseeds.com).*

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