

■ Wheat Breeder Jean-Bruno Beaufumé Hosts Field Day for Limagrain Cereal Seeds in Waitsburg, WA

New LCS wheat varieties for the Pacific Northwest address growers' profit motive

Waitsburg, WA, June 14, 2012 - Wheat distributors from Washington were joined by growers from Idaho and Oregon at a field day held at the Limagrain Cereal Seeds Waitsburg, WA research facility on June 11, 2012.

"Our program is just getting started," LCS Pacific Northwest Wheat Breeder Jean-Bruno Beaufumé said. "This field day was a great opportunity to introduce ourselves. We showed the unique approach Limagrain is taking by uniting European programs with some of the work done by Dr. Jim Peterson (LCS Vice President of Research) who came to us from an excellent Oregon State program."

LCS wheat varieties highlighted at the event were Artdeco, Azimut and Buck Pronto. Varieties from the brand new LWW series were also introduced. "The best feedback of the day was the excitement the growers showed for our new program and for the work that has already been done in such a short time," Beaufumé said.

Growers reported their top concern as high-as-possible-yields, along with resistance to the new strain of Stripe Rust that is proving a challenge throughout the country. PNW growers are also looking for good protein content in hard reds because that means good margins at market. Winter hardiness, adaptability for no-till practices and good straw strength are other qualities on growers' wish lists, according to Beaufumé.

"We were pleased to host an elite group of the major wheat distributors in the Pacific Northwest," Jim Peterson, LCS' Vice President Research said. "Growers were excited to see that LCS is developing and improving wheat varieties with just the characteristics they're looking for."

"Our research programs are devoted to producing superior varieties that help farmers overcome the challenges they face from disease and economics, ensuring the highest yields possible," Frank Curtis, LCS' Executive Vice President and Chief Operations Officer said. "We have assembled a crack team of breeders and distributors," he said, "who are committed to producing varieties that help farmers profit under all conditions."

You may contact Jean Bruno Beaufumé directly at 509-863-1855.

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 company's North American headquarters, with regional operations located in Washington, Indiana, Minnesota and Kansas. LCS' business focus is to create and market proprietary wheat seed varieties to sell to professional seed producers, who then market the seed varieties to their customers.

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