



PGG Wrightson Seeds Limited



PGG Wrightson

PGG Wrightson is New Zealand's largest agricultural company and the only nationwide provider to the agricultural sector.

Formed in October 2005, PGG Wrightson Limited resulted from the merger of Pyne Gould Guinness Limited and Wrightson Limited. PGG and Wrightson have a combined history of more than 300 years, dating from 1851 and 1841 respectively.

The company draws on the knowledge and expertise of over 2,000 staff and the services of diverse business units (including Seeds & Grain, Livestock, Wool, Animal Nutrition, Rural Supplies, Finance, Real Estate, Bloodstock, Insurance, Irrigation and Training), alliances and partnerships, to meet the needs of more than 90,000 clients across New Zealand.

With growing operations in Australia and South America, the company is listed on the New Zealand stock exchange with assets and turnover exceeding NZ\$1 billion per year.

PGG Wrightson Seeds

PGG Wrightson Seeds is a proprietary seed business that was formed in 2005 as a result of the merger of Wrightson Seeds Limited, PGG Seeds and Agricom Limited. Combined, PGG Wrightson Seeds is now one of the largest proprietary seed companies in the southern hemisphere, with over 200 staff and significant market share in Australasia and South America.

The PGG Wrightson Seeds business encompasses all facets of the seeds market, from research and development through to seed supply and on-farm support.

PGG Wrightson Seeds provides world-class services, underpinned by highly skilled people and systems to ensure that customers get the best quality service and products. Our investment in quantum leap technologies ensures that we are at the leading edge of the seed and agriculture industry.

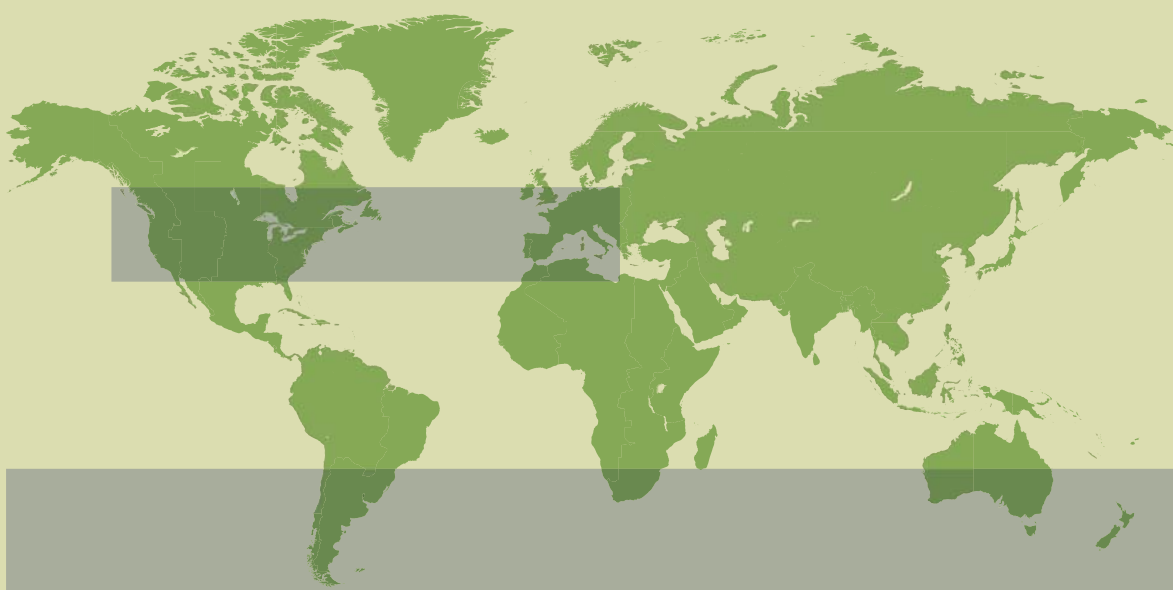
Our Goals and Vision

PGG Wrightson Seeds is focused on delivering innovative forage, turf and grain technologies to our customers in selected temperate regions to improve their profitability and sustainability.

Research and development is a large focus of the company as is efficiency and innovation throughout the seed supply chain.

Our staff understand the needs of our customers and can develop appropriate management packages for the best use of our seeds.

We have aspirations to take our seeds to all of the temperate markets around the world. With our world-leading position in plant technology for livestock farming we are a strong business partner.



PGG Wrightson Seeds develops forage products for the temperate climatic zones of the world.



Seed Production

PGG Wrightson Seeds directly undertakes seed production in a number of regions in New Zealand, Australia and South America. In order to ensure an adequate supply of high quality seed PGG Wrightson Seeds has a team of dedicated production field agronomists (including agronomists with intimate knowledge of specialist multiplication vegetable seed crops) with extensive agronomic skills to supervise the production of varieties which are contracted for local and international markets. The production function is supported by excellent seed production, agronomy and research and development capabilities to support new crops and seed production practices.



Seed Supply Chain Management

PGG Wrightson Seeds has an extensive logistics and distribution network with centres throughout New Zealand, Australia and Uruguay. The Operations function includes seed processing, treatment, storage, mixing and distribution.

PGG Wrightson Seeds operations sites have been strategically located in order to gain the maximum efficiencies from the transport hubs that emanate from these locations.



Communication and planning are the fundamental functions of our Operations team, ensuring we have the right products in the right place, at specification, at the right time, to meet or exceed our customers' expectations.



Our Business

Within the PGG Wrightson Seeds business there are a number of business units that service the global market.

Research and Development

PGG Wrightson Seeds makes a considerable investment into research and development. Our research programmes ensure that any cultivars introduced to the market will perform under temperate farming systems with the goal of increasing on-farm productivity and profitability.

To achieve our goals, PGG Wrightson Seeds has developed relationships with three primary research partners: AgResearch and Crop and Food Research in New Zealand, and the Molecular Plant Breeding CRC in Australia. Together with our own staff, or through our research partners, we have research and development alliances in Uruguay, Argentina, Chile, the United States of America, France and the Netherlands.

PGG Wrightson Seeds are world leaders in delivering forage innovations to our customers. We hold market leadership positions in temperate regions for forage ryegrass, tall fescue, white clover, forage brassicas and herbs. Development of novel endophytes for ryegrass and tall fescue, in conjunction with AgResearch, has been a major technological breakthrough for the pastoral industry. The grazing animal is fully integrated into our breeding effort. Selection for improved pasture productivity is an integral part of a strategy that includes selection for improved digestibility and leafiness, increased sugars and palatability, improved rumen efficiency and other factors critical to enhance farm profitability and animal productivity.

Our turf grasses dominate the browntop and ryegrass markets in Australasia.

We breed and evaluate the arable crops of wheat, barley, oats and triticale. We have joint breeding programmes with Heinz Watties and Crop and Food Research to develop process vining peas.

International Business

The international business of PGG Wrightson Seeds focuses on four areas of expertise:

Proprietary Forage and Turf Products - Markets proprietary products bred in conjunction with various partners, with production carried out primarily in New Zealand but also in many major international markets.

Commodity Trading – Trading commodity grasses and legumes from our large group of growers in New Zealand, Australia and Uruguay.

Multiplication – Contra-hemisphere multiplication of grasses, clovers and vegetable seeds utilising the range of climates available, primarily in New Zealand but also across South America and Australia.

Garden Peas – Evaluation, production and marketing of pea seed, with activities based largely on the Canterbury Plains of the South Island of New Zealand and in the Wairarapa on the East Coast of the North Island.

New Zealand Proprietary Forage Business

There are two sales brands operating in the New Zealand market – Agricom and Wrightson Seeds. Both brands sell leading proprietary cultivars through various retail partners, with product support from specialist technical sales teams.

PGG Wrightson Seeds also runs a successful seed treatment business which includes the well-known seed treatments ULTRASTRIKE®, SUPERSTRIKE® and PRILLCOTE® which are sold both within New Zealand and internationally. These products complement the proprietary seeds business by ensuring good seed establishment and subsequent performance.



The PGG Wrightson Grain business is a New Zealand-based business encompassing the full spectrum of the cereal and maize market:

- Wheat and barley cultivar breeding programmes. PGG Wrightson Seeds has an extensive R&D infrastructure and international plant breeding relationships. Cultivars are marketed through New Zealand.
- Agronomic research programmes identify and test new technologies and techniques to improve production efficiency.
- A nationwide team of technical field officers and agronomists assist growers to maximise grain productivity and profitability opportunities.
- Grain procurement and supply to leading processors and end-users. "Cert-Safe" and "SeedTrac" quality assurance programmes ensure product quality specifications.
- Staff with extensive grain industry knowledge and experience are based throughout New Zealand.
- Grain drying and storage facilities at five locations in the North Island to ensure the maize industry client specifications are carefully met at all times.



PGG Wrightson Turf

This is an Australasia-based business which, given our love for outdoor pursuits in this part of the world, means it is imperative that our natural turf surfaces are able to perform week in week out, all year long. To achieve this we have breeding, evaluation and screening sites located throughout the world from which we are able to source the best genetic material to include in our turf cultivars. This, combined with a rigorous in-house breeding and evaluation programme, has proven that local breeding ensures strong adaptation to the unique climatic conditions we face in Australasia.

In addition to our in-house capabilities we also have close links to research groups such as STRI UK - NTEP USA - ANTEP Australia - University of Sydney turf grass programme - NZSTI New Zealand as well as our in-house agronomic programme, which ensures unparalleled data available to the end user.

Performance of our varieties in the market is ensured through strong agronomic support from our research centres and technical representatives, who ensure the right selection for each customer's specific requirements.

Australian Proprietary Forage Business

Within the Australian market, there are two successful PGG Wrightson Seeds brands – PGG Seeds and Wrightson Seeds. Both brands sell leading proprietary cultivars through our partners in Australia.

Wrightson PAS

PGG Wrightson owns the company Wrightson PAS, based in Uruguay specialising in the production and sale of forage seeds. Wrightson PAS has focused on the testing of new varieties of forage species in different production systems throughout the country. The target is to enhance farmers' profits through the provision of quality proprietary forage cultivars.

How to contact PGG Wrightson Seeds

For more information about PGG Wrightson Seeds, please contact us at the details below:

PGG Wrightson Seeds in New Zealand

Phone: +64 3 372 0834
Fax: +64 3 372 0836
Email: pggwrightsonseeds@pggwrightsonseeds.co.nz

Postal Address: PO Box 939
Christchurch 8140
NEW ZEALAND

Physical Address: 57 Waterloo Road
Christchurch 8042
NEW ZEALAND

PGG Wrightson Seeds in Australia

Phone: +61 3 9394 3400
Fax: +61 3 9394 3432
Email: pggwrightsonseeds@pggwrightsonseeds.co.nz

Postal Address: PO Box 333
Laverton North, VIC 3028
AUSTRALIA

Physical Address: 7-9 Distribution Drive
Truganina, VIC 3029
AUSTRALIA

Wrightson PAS in Uruguay

Phone: +598 2 929 1613
Fax: +598 2 929 0184
Email: wpas@adinet.com.uy

Address: Cuareim 1958
CP. 11800
Montevideo
URUGUAY

www.pggwrightsonseeds.co.nz