



New Zealand Press Release

23 November 2010

**PGG WRIGHTSON CONTINUES EXPANSION IN AUSTRALIA**

PGG Wrightson Seeds Australia Pty Ltd, a subsidiary of PGG Wrightson Ltd, has purchased the assets of Keith Seeds Pty Ltd, effective 22 November 2010.

The Group General Manager of PGG Wrightson's, AgriTech Division, John McKenzie, said the purchase would extend the growth of the company's operations in Australia, where PGG Wrightson Seeds have been established for almost seventy-five years. "It will build on our existing presence in South Australia, and bring further technical and logistical capability that will complement our other operations."

Keith Seeds Pty Ltd is located in the town of Keith in South Australia. Keith is the centre of the largest small seeds production area in the Southern Hemisphere.

PGG Wrightson Seeds Australia's Keith-based business will be built around three key market segments:

- Pasture seed production and marketing of proprietary and commodity Lucerne and Annual Legume products. Keith Seeds exports approximately 40% of all the Lucerne grown in Australia.
- Food grade pulses (peas, beans, lentils) production, processing and distribution into international markets, primarily Asia.
- Seed processing, cleaning and logistics through a new purpose built 4,800m<sup>2</sup> processing facility in Keith.

This acquisition comes after the recent announcement that PGG Wrightson Seeds have purchased the Corson Grain maize seed business in New Zealand. The Corson maize seed business complements the existing New Zealand forage seed and maize businesses and now with Keith Seeds provides PGG Wrightson Seeds with enhanced food and pasture seed export opportunities, while boosting the Australian business' domestic distribution capabilities.

PGG Wrightson Seeds will be employing a range of South Australia-based production, processing and logistics personnel following the purchase. "We are expanding our production capability in South Australia to reflect our growing requirement for pasture and pulse seeds."

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