



For more information, please contact:

Ralph deVries
Assistant director of marketing - Canada
Becker Underwood
Phone: (519) 871-0031

Andrew Douglas
Senior public relations specialist
McCormick Global Communications
Mobile: 519-400-1672

Becker Underwood adds field agronomist

Newly formed position recognizes recent growth
and prepares ground for future product launches

Saskatoon, SK – November 30, 2010 – Becker Underwood Canada is strengthening its frontline customer service and technical support with the creation of the brand new position of national field agronomist, inoculants and seed enhancements.

Becker Underwood, manufacturer of key inoculants for the Canadian marketplace including Nodulator[®], Nodulator[®] N/T and HiStick[®] N/T, is adding extra technical staff partly due to increasing demand for its top-selling inoculants in peas, lentils, soybeans and other crops. The company has hired Danielle Fletcher, formerly senior production agronomist with a major seed company, to fill the newly created position.

“Danielle will be responsible for direct customer support including training, technical presentations, product information, and recommendations around product application and seed treating techniques,” says Ralph deVries, assistant director of marketing, Becker Underwood Canada.

The company also has its eye on the future with a full line-up of new products set to launch over the next few years. “Danielle’s strong professional agricultural seed experience will be instrumental to product launch activities we’ll be undertaking in the near and longer term,” says deVries. “She’ll also provide a bridge between sales and marketing and research and development.”

Danielle will be a valuable addition as Becker Underwood expands its abilities to provide innovative solutions to the growing needs of distributors, retailers and growers across Canada in the company’s soybean, pea and lentil and emerging canola markets. Danielle will be based in Lethbridge, Alberta. She is fluently bilingual – a requirement for the job as she will have national responsibilities.

Becker Underwood, Inc., founded in 1982, is an international developer of bio-agronomic and specialty products. In addition to being the leading manufacturer of seed coatings and colorants, the company is also the leading global producer of inoculants, beneficial



nematodes, and a wide range of agricultural and horticultural products. To learn more about its products, visit the company's web site at www.BeckerUnderwood.ca.