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Becker Underwood hires new district manager in Manitoba

Former district manager promoted to
Western Canada sales manager

Saskatoon, SK – September 7, 2011 – Becker Underwood continues to strengthen its team in Western Canada. The company has added a seasoned sales professional and promoted the former district manager in Manitoba.

Harry Davies will take on district manager responsibilities for Becker Underwood inoculants in Manitoba. He takes over from Jeff Bereza who has been promoted to the position of sales manager for Western Canada.

Prior to joining Becker Underwood, Davies spent over 20 years as a customer service representative and territory manager for a major agricultural products distributor. He is very familiar with Becker Underwood products sold in Manitoba, including Nodulator[®] in peas, lentils and chickpeas and Nodulator[®] N/T in soybeans.

“Harry will be supporting a growing business in Manitoba,” says Bereza. “He is a seasoned professional with great contacts. I will still be based in Manitoba with Becker Underwood to provide support.”

The Becker Underwood portfolio of products is expanding with the addition of Nodulator[®] N/T spherical granules to the current liquid and self-adhering peat formulations for soybeans. New Nodulator[®] XL will also be sold for peas and lentils in 2012.

Becker Underwood has been aggressively staffing up for the past two years. The company has hired a new district manager for horticulture and specialty crops, hired a field agronomist in Danielle Fletcher, and now added another sales staff person in Manitoba.

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.

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