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FOR IMMEDIATE RELEASE

SEMINIS VEGETABLE SEEDS, INC. HOSTS INNOVATIVE EXPERIENCE WITH FELDA IDEA EXCHANGE EVENT

ST. LOUIS (November 20, 2018) – Seminis Vegetable Seeds, Inc. (Seminis), known for its innovation in the seed industry, invites growers to a new experiential event with its Felda Idea Exchange (iX) on Tuesday, December 4, 2018, in Labelle, Florida. As the second iX event hosted by Seminis Vegetables Inc., the event will take a holistic approach to growers' operations by sharing with them industry-leading insights, solutions and networking opportunities that extend well beyond their seed offerings/products.

"Seed choice is critical, but growers have to consider many other factors when managing their operations," says Javier Delgado, Regional Market Development Representative, Seminis. "At Seminis, we focus on offering growers a comprehensive variety of resources and solutions to fit their diverse needs, from choosing the right seed to shipping options to locating a retail store. The Felda iX event brings industry experts together and allows growers access to experts with unique insights to help ensure their future success."

The Felda iX event provides solutions beyond the seed an an opportunity to learn and network. Field tours will be available for watermelon, pepper, sweet corn, garden beans, tomatoes, cucumbers and squash varieties. In addition, the event will provide agronomic information from [Bayer Chemical Solutions](#) as well as insights and custom solutions in the vegetable space from external vendors, including [Agribotix](#), [The Center for Produce Safety](#), [PlantTape](#), [Saga Robotics](#), [Sentek Technologies](#), [Tri-Hishtil](#) and [Waypoint Analytical](#).

Seminis will host a pathology station, agronomic trials such as Bacterial Leaf Spot trial plots and pole cucumber growth practices. Vice President of Food Marketing Institute, Richard Stein, will serve as the event's guest speaker. [Food Marketing Institute](#) provides leadership to retailers and wholesalers of food and consumer products as they represent, develop and promote food industry policies, programs and forums.

Seminis Seed Innovations

Though the iX event will offer additional industry insight and operations solutions, growers will also be able to learn more about the latest product innovations from Seminis. Growers will be introduced to premium varieties that will help them realize increased solutions to on-farm challenges.

"Today farming is multidimensional and complex, so one solution doesn't fit all," said Kevin Walsh, Global Technology Development Lead for Recommendations and Support, Seminis. "Seminis iX is an innovative concept for events, as it connects industry experts to growers in order to facilitate the sharing of information and provide revolutionary solutions to growers."



To learn more about the Seminis Felda iX event or other upcoming Seminis events, growers can contact their local Seminis representative. For more information about Seminis or to locate a representative or dealer near you, visit the Seminis [website](#).

About [Seminis Vegetable Seeds](#)

Seminis® Seeds is committed to providing innovative solutions for every generation to help sustain our growing world. For over 150 years, the Seminis legacy has focused on producing the best vegetable seed varieties for growers to use in farming operations around the world. We are proud to support our grower partners by continuously developing new seed varieties through our global research and development team and specialty breeders, and by providing ongoing agronomic solutions to unique farming challenges. Together with our growers, we are passionate about bringing high-quality, nutritious produce to ensure a balanced plate for our global community. Seminis is represented by the Seminis® and DeRuiter® seed brands. Seminis Vegetable Seeds is a division of Bayer Crop Science. For more information about Seminis® seed, visit www.seminis-us.com.

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