

Saint-Beauzire (Puy-de-Dôme, Auvergne, France), December 12, 2014

■ Limagrain, a world wheat culture leader, invests in Brazil

The French group, Limagrain, started operating in Brazil in 2011 in the Field Seeds segment, selling corn and sorghum hybrid seeds with its international brand, LG.

Limagrain, through its regional Field Seeds Business Unit Limagrain South America, has recently invested in **the Brazilian wheat market**, in which it is a world leader in Research and Development, with **the acquisition of the DNA plant breeding company** based at Rio Grande do Sul containing a considerable stock of tropical germplasm.

Limagrain South America projects, in the coming years, **to achieve an important position in the Wheat Market in Brazil and other South American countries.** “*Our focus is to develop varieties of wheat which have a better level of quality and high potential for production in Brazil, for example what we have been doing in Argentina and other production countries, using the know-how which brought the company to world leadership in this segment building superior genetics and a prominent position*” says Antoine Colombo – CEO of Limagrain South America.

Brazil represents a big opportunity for the wheat market, with a strong demand for better quality products for both industry and high productivity. Farmers are now counting on the technology and experience developed and accumulated in the last decades, combined with a broad bank of temperate and tropical germplasm, for better development in wheat cultivation.

In 2015, Limagrain South America will launch their first Wheat varieties, by the names of ORO and PRISMA, on the Brazilian market.

Limagrain South America will keep expanding its business in South America, with the objective to bring better seeds options of corn crops to the farmers with sorghum, soybean and wheat.

As an international co-operative group established and managed by French farmers, Limagrain strives to improve agriculture in order to face today’s food-related challenges. Breeder and producer of plant varieties, the Group sells **field seeds, vegetable seeds and cereal products**. Limagrain is the 4th largest seed company in the world through its holding **Vilmorin & Cie**, European leader for functional flours through **Limagrain Céréales Ingrédients** and the largest French industrial producer of bakery products through **Jacquet Brossard**. The Group makes annual sales of almost 2 billion Euros and has a headcount of more than 8,600, spread out over 41 countries, including more than 1,800 employees in research. As for the Co-operative, it has nearly 2,000 farmer members working under contract.

For further information: www.limagrain.com or www.facebook.com/limagrain

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