



## DAIRYLAND SEED CO., INC.

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Where research gets results.

### **FOR IMMEDIATE RELEASE**

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### **Dairyland Seed and Dow AgroSciences Offer 2010 “Grower Rewards” Rebate Program**

*Growers can earn up to 10 percent cash rebate with qualifying purchases.*

West Bend, Wis. – November 18, 2009. Dairyland Seed and Dow AgroSciences announce the introduction of “Grower Rewards,” a new cash rebate program for the 2010 production season. The Grower Rewards program gives farmers the opportunity to make their acres more profitable when they make qualifying seed purchases from Dairyland Seed along with qualifying products from the Dow AgroSciences portfolio of proven Crop Management tools.

Growers can earn cash rebates from two to 10 percent for qualifying purchases invoiced between September 1, 2009, and August 31, 2010.

“We are excited to offer our growers and customers the opportunity to participate in this new rebate program for 2010 as a reward for their loyalty and commitment to Dairyland Seed. The Grower Rewards program is one of the many benefits of being affiliated with Dow AgroSciences and is one more way we deliver on our promise of ‘More Genetics. More Technology. More Choices.’” says Tom Strachota, general manager, Dairyland Seed.

Qualifying for the Grower Rewards program is easy. Growers must purchase a minimum of 60 bags of grain corn from Dairyland Seed and a minimum of \$5,000 of Dow AgroSciences qualifying Crop Protection products, including herbicides, insecticides, fungicides and nitrogen stabilizers. Further information and a full list of the nearly 50 Dow AgroSciences Crop Protection products can be found at [www.dowagro.com/usag/rewards](http://www.dowagro.com/usag/rewards).

The Grower Rewards claim form, seed invoices and crop protection product invoices must be submitted to Dow AgroSciences by September 15, 2010.

#### **About Dairyland Seed**

Dairyland Seed began its seed business in 1907 and has built an established dealer network throughout the Upper Midwest, with international sales in more than 20 countries. The business experienced great success under the leadership of Orville and Marie Strachota, entering the field of plant breeding in 1977.

Now part of Dow AgroSciences, the family leadership continues through son Tom and grandson T.J. Primary research locations are in Clinton, Wis.; Gibson City, Ill.; Otterbein, Ind.; Gilbert, Iowa, and Sloughhouse, Calif., with plant breeding programs in hybrid alfalfa, hybrid corn and soybeans. Dairyland Seed is headquartered in West Bend, Wis. Learn more at [www.dairylandseed.com](http://www.dairylandseed.com).

#### **About Dow AgroSciences**

Dow AgroSciences LLC, based in Indianapolis, Ind., USA, is a top-tier agricultural company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress. Dow AgroSciences provides innovative technologies for crop protection, pest and vegetation management, seeds, traits, and agricultural biotechnology to serve the world's growing population. Global sales for Dow AgroSciences, a wholly owned subsidiary of The Dow Chemical Company, are \$4.5 billion. Learn more at [www.dowagro.com](http://www.dowagro.com).

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