

Helena Chemical Announces Seed Business Expansion

MEMPHIS, Tenn. — Helena Chemical Company announced the expansion of its HyPerformer seed business as a separate unit of the company.

Milton Allen, formerly division manager for the Florida division, was appointed general manager and will be responsible for overseeing all operations.

Dick Guthrie was appointed assistant general manager of HyPer-

former. He previously served as director of Helena's seed department at corporate.

"The decision to separate this part of Helena's business was based not only on the phenomenal growth of our HyPerformer seed line, but the commitment we made as a company in developing and servicing quality seed products," said Gary Hancock, president and chief executive officer of Helena

Chemical Company. "Hyperformer's business philosophy will continue to be the same as Helena's — quality people, products, and knowledge."

Located on site at Agricenter International in Memphis, Tenn., this new business unit will encompass all areas associated with research and development, quality control, testing, sales and marketing, purchasing, supplier relations,

and all other activities for HyPerformer brand seed products.

"The HyPerformer brand has been a very profitable segment of Helena's overall business, with varieties from our four major lines of seed (corn, sorghum, cotton, and soybeans) exceeding customer expectations in quality, yield, and profitability," said Milton Allen. He adds that the future of agriculture will be increasingly

dependent on new technological applications involving seed, and HyPerformer is taking steps now to develop a strong market position in order to meet the needs of its customers.

With HyPerformer operating as a separate business unit, Helena's seed department will continue to purchase seed from its suppliers and distribute them through its own sales force.

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