

NEWS RELEASE

For Immediate Release

Media Contact:

Brenda Christensen, Marketing Manager
402-316-7212 | bchristensen@robseeco.com

Rob-See-Co Announces Masters Choice Acquisition

ELKHORN, Neb. (August 12, 2021) – Rob-See-Co, an independent seed company located in Elkhorn, Neb. acquired Masters Choice, an independently owned seed corn provider based in Southern Illinois. The acquisition enables Rob-See-Co to provide premium seed products designed for animal feed, and expand current product offerings to new geographies through the Masters Choice brand.

“We are honored to build on the seed legacy that Masters Choice has created in the premium animal feed business,” said Rob Robinson, Rob-See-Co CEO. “Rob-See-Co and Masters Choice are family-owned companies that both value putting our customers and relationships first. This makes for a seamless and collaborative transition as we welcome the Masters Choice team to the Rob-See-Co family.”

Rob-See-Co will remain focused on farm owner’s needs by providing quality, high-value products. Rob-See-Co will utilize the expertise of Masters Choice dealers and continue selling Master’s Choice premium silage products through Masters Choice distributors and brands.

“We are handing the company over in trust and good faith,” said Lyn Crabtree, Masters Choice President. “We encourage our dealers to embrace the Rob-See-Co family, and are confident that Rob-See-Co will continue to offer high quality, high value feed products for animals.”

Masters Choice will continue to operate out of its current headquarters in Anna, Illinois.

“We are excited about the opportunities this acquisition brings for both companies,” said Jim Robinson, Corn & Soybean Manager at Rob-See-Co. “The animal feed business is underserved and there are not enough companies focused on development of seed products to support animal feeders. This gives us an opportunity to utilize our research and product testing abilities to continue offering Masters Choice premium, high quality animal feed products.”

To learn more about Rob-See-Co, visit www.robseeco.com.



About Rob-See-Co

Rob-See-Co is an independent seed company with regional expertise, providing customers access to leading genetics and traits through the Rob-See-Co and Innotech® seed brands. Rob-See-Co works alongside its customers, building strong relationships and helping them plant the right seed for their long-term success, while keeping the process friendly, straightforward and simple. To learn more, visit www.robseeco.com.

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