

3/11/2021

AUSTRALIA'S LARGEST PASTURE SEED COMPANY TO CONSOLIDATE ITS MULTIPLE DISTRIBUTION CHANNELS AND TRADE AS DLF SEEDS.

Since May 2019, PGG Wrightson Seeds, Agricom, AusWest Seeds, and Stephens Pasture Seeds have all been brands owned and operated by DLF, a global leader in forage and amenity seeds based in Denmark. As part of a strategic review aimed to simplify and improve the current business model for retail customers and farmers, the company is consolidating these multiple distribution channels into a single channel called **DLF Seeds**.

From February 1, 2022, DLF Seeds will supply the complete range of products currently available from PGG Wrightson Seeds, AusWest Seeds and Stephen Pasture Seeds.

DLF is a Danish farmer's co-operative, established in 1872. Leading edge research and product development at DLF has created value for its customers throughout its 150 year history and seen it grow to 2000 employees in 22 countries.

Australia's General Manager for the group John Stewart said DLF Seeds will provide the same great service and products as the existing brands have done for 80 years in Australia while embracing 150 years of experience at DLF and the advantages that come with a global network.

"As DLF Seeds we will provide a simpler distribution model enabling customers to source our full range of products and services from the one place. Our research and product development efforts will be enhanced by a global network of skilled, passionate and committed people"

As we move toward the official date for our name change **on 1st February 2022**, the market can expect to see a change in the branding across our staff uniforms and other resources and communications.

DLF's values of innovation, global synergies, environmental sustainability and empowerment align well with our vision to remain and grow as **Australia's leading pasture seed company**. Our team is excited to join together and continue to provide Australian retailers and farmers with the same quality seed and service they know and trust, under the **DLF Seeds** banner.

"Ultimately, operating as **DLF Seeds** will allow us to do things faster, smarter and better," concludes John

For inquiries relating to the **DLF Seeds** branding change, contact us at pgwseeds.com.au/contact, pggwrightsonseeds.com.au/get-in-touch, or ausweststephenseeds.com.au/contact.