



Germain's kick-starts a promising 2010/11 Sugar Beet season

Germain's Technology Group is pleased to announce an excellent start to the 2010/11 season. All seed for the 2010/11 has been enhanced with our innovative technologies and shipped to Frontier ready for distribution, well ahead of schedule.

NFU Sugar Board Vice Chairman, Nick Wells, said he was pleased with Germain's performance. "The investment by Germain's seems to have paid off, and growers will benefit by having seed processed and delivered in time for early drilling. That, combined with the uptake of X-beet, gives the 2010 campaign the potential for the best possible start."

Germain's is fully-committed to helping British farmers get the best results from their sugar beet crop. Grower confidence in our industry-leading XBEET® priming technology means that over 95% of this year's crop will be profiting from its reported 3% yield improvement over the current European benchmark - Advantage® - as shown in recent trials.

Our commitment to the UK sugar beet crop has led to a multi-million pound investment at our Kings Lynn factory over the last two years, which has ensured a step change in our ability to process the UK sugar beet seed to the highest standard.

We hope that our success provide British farmers with an excellent foundation for the 2010/11 season.