

NEWS

FOR IMMEDIATE RELEASE

January 19, 2010

CONTACT:

Ricky Rice, Advanta US
(806) 364-0560 or (800) 333-9048
ricky@advantaus.com

Seed Specialist Chris McCracken joins Advanta US Technical Sales Team

HEREFORD, TX – Advanta US, a business unit of the world’s largest sorghum seed research and marketing company, also known as Advanta, has named Chris McCracken Technical Sales Manager for the Eastern US.

McCracken will provide Advanta customers with technical information and recommendations to help develop the high value forage sorghum, grain sorghum and sunflower markets. Throughout his career, McCracken has advised livestock producers about the advantages of using high quality forage sorghum hybrids in their forage systems. “I am excited to be working with Advanta’s current line of improved seed products,” McCracken says, “but I am equally excited about what we will be introducing in the future.”

“Chris is an excellent addition to our professional sales team at Advanta US,” says Ricky Rice, Advanta US forage specialist and sales manager. “He brings Advanta a high level of overall seed experience and a deep understanding of producer needs.”

Raised in central Pennsylvania, McCracken has been involved in the seed business most of his life, beginning as a seed corn de-tassler and working for several seed companies and suppliers in Pennsylvania, Ohio and New York. He has covered the New York/Pennsylvania territory for Doebler’s PA Hybrids, and later worked for TA Seeds where he successfully developed its Northeastern USA division sales and marketing team. For the last five years, McCracken oversaw forage operations for Barenburg USA’s Northeastern and Ohio territories as Manager of Forage.

###

About ADVANTA

ADVANTA India Limited, based in Secunderabad, India, is a seed company with a global footprint committed to sustainable agriculture through innovative research and technology. Advanta has one of the most complete product portfolios in the Global Seed Industry with a comprehensive range of field, oilseed and vegetable crops. Advanta is proud of its wide range of proprietary products in crops that improve the productivity and profitability of farmers in many of the food production zones of the world. Advanta, with North American headquarters in Hereford, Texas, is a member of the United Phosphorous Group of Companies. For more information visit www.advantaus.com