



Modern Science-Traditional Values

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Advanta US Adds Sorghum Breeder

HEREFORD, Texas – Advanta US, a leading supplier of proprietary agricultural crop genetics and seed, has hired Ben Beyer, Ph.D. to serve as its US sorghum breeder. Beyer will manage all breeding activities for grain and forage sorghums.

“Plant breeding is a crucial part of our business and we look forward to Ben’s contributions as we continue to bring innovative, new hybrids and genetics to growers,” says Steve Ligon, NAFTA business director for Advanta US. “No other company has devoted as many resources to the development of elite sorghum germplasm and we are determined to maintain our position as the worldwide leader in sorghum.”

Beyer’s responsibilities will include: coordination of sorghum breeding programs, management of crops and breeding activities, maintenance and supply of breeding seed, compilation and evaluation of germplasm, development of new genetic material and identification of marketable products.

“As a breeder, working for Advanta is exciting because the company has such a wide diversity of germplasm,” Beyer says. “We are working hard to develop new hybrids with unique characteristics to deliver higher yields.”

Beyer received his Ph.D. in plant breeding and genetics and his B.S. in plant and environmental soil sciences from Texas A&M University. He received his M.S. in plant breeding and genetics from Colorado State University.

For more information on Advanta US and its products, visit: www.advantaus.com.

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About Advanta

Advanta US is an operating unit of Advanta, an India-based global seed business that combines the most advanced techniques in conventional plant breeding with biotechnology to deliver world-class seed and solutions to its customers around the world. Advanta is a member of the UPL group of companies.