

RiceCo[®] Offers Rice Growers Wide Variety Of Options

MEMPHIS, TENN.

RiceCo[®] was founded with a focus on a single crop...rice. That dedication allows us to dedicate 100 percent of our resources to building an arsenal of innovative cropping solutions specific just for rice. RiceCo strives to be the premier provider of products and services to the rice industry with a goal of helping feed the world.

At the time of its founding, RiceCo put its main emphasis on propanil, then as now the most widely used rice herbicide on the market. Since then, the company has added a variety of user and environmentally friendly premix products and formulations (all incorporating propanil and other premix partners). This is one of the key drivers for the company's success in expanding propanil from a generic molecule into a specialty product. By doing so, the company is able to differentiate itself and offer the rice grower a wide variety of weed control options.

Anywhere in the world rice is grown, you'll find RiceCo. In 2008, the company separated its U.S. and international businesses, with RiceCo LLC handling the U.S. side of the business and RiceCo International being responsible for all activity outside of the United States. The latter now comprises a considerable volume and the company is active in more than 25 international markets.

The RiceCo team uses its experience and expertise to develop crop protection products to solve tomorrow's issues, not just today's. This forward thinking market approach allows RiceCo to utilize existing technologies in unique ways to create new innovative offerings. One of the latest examples of RiceCo's ability to meet market needs quickly is RiceBeaux[®] herbicide, which is a premix of propanil and thiobencarb. RiceBeaux was developed for use with Newpath[®] in the CLEARFIELD[®] production system. RiceBeaux fills the weed gaps left by Newpath and is a perfect complement to the CLEARFIELD production system. University data, private research and commercial trials have repeatedly

demonstrated increased barnyardgrass and red rice control when RiceBeaux is tank mixed with Newpath. Because RiceBeaux contains two herbicides with different modes of action, it is a great weed resistance management tool on both CLEARFIELD and conventional rice acres.

In addition to RiceBeaux, RiceCo also markets SuperWham[®], RiceShot[®], Duet[®] and RicePro[®] to the rice growing regions of the U.S. RiceCo has created a strong partnership with key members of the distribution channel to market their products. RiceCo offers unmatched support and works very close with distribution throughout the year to ensure that each distributor can service their market and optimize earnings. In the U.S., there are five RiceCo agronomists that take the company's message to rice growers and the professionals who advise them. They explain the technology, value of the products and proper use of them in the field. They are also readily available if any problems should arise. RiceCo's products include water based and dry flowable formulations and solvent based emulsifiable concentrates, all of which are designed to maximize yield potential regardless of farming practices, conditions or regions.

In the foreseeable future, RiceCo plans to be very active in both the global and domestic markets. The company's focus is on providing high-quality products and technologies to facilitate and enhance the production of rice throughout the value chain. RiceCo is always looking for joint venture partners to gain access to new markets, products and seed germplasm. In the near future, you can look for new technologies and product offerings as RiceCo continues to build a rice enterprise....from the paddy to the plate.

For more information on RiceCo, please visit www.RiceCoLLC.com where you will find more details on our products, global initiatives, RiceCo agronomists and distributors. Our web site also features a Resources section that provides valuable industry information and links to other important rice industry sources. Δ



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