

RiceTec Customers Can Pre-Order Seed

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Farmers will benefit by pre-ordering their RiceTec seed this year, according to Chad Duckworth, RiceTec marketing and sales support manager located in Jonesboro, Ark.

"We started a pre-order program in February to address a few issues we've seen more or less become a pattern in the last few years," he said. "Everyone knows our seed supply is very tight and we wanted to give those who were willing an opportunity to preorder some seed for the 2009 planting season early. This will do two things. First, it will basically guarantee them the seed (pending our production); and second, it will help us plan throughout the year basically how it needs to be conditioned, how and where it needs to be conditioned and packaged, and help us address some shipping issues."

"Phase one of the program (which ended in March) had a great level of participation," Duckworth continued. "When it ended, we had many customers calling in, still wanting to pre-order seed for 2009, so we decided to open up Phase two, and the response has been remarkable."

With the pre-order program, RiceTec will fill any pre-orders that are sent in first, then fill seed requests (reservations), and any seed that is left over after that the company will open up for additional sales.

Duckworth said pre-orders will have a pre-defined quantity, it won't be 100 percent of RiceTec's anticipated sales, at least it is not expected to be.

"So, preordering customers and customers sending in seed reservations will have precedence over those who choose not to participate in the program," Duckworth said. "The order is going to be filled in the order of whomever sends in a pre-order first."

"Then any seed that we have above and beyond what is preordered and reserved is planned to be worked through with an emphasis on previous customers first," he added.

Whether seed can be acquired always depends on availability. Many farmers come back and want to plant 100 percent RiceTec Hybrid Rice seed.

"What we're seeing a lot in the pre-orders is that many of our past customers know they're wanting to grow RiceTec hybrid rice next year," he explained. "They're definitely given the opportunity to get 100 percent of their acres on



Chad Duckworth, RiceTec Marketing and Sales Support Manager, explains the pre-order program started in February.

Photo by John LaRose

the front end. We know not everyone will take advantage of the Pre-Order program, because of the uncertainty of inputs and market prices, but many are settling up with the acres they're comfortable with. Our intent is that if we do have seed supply available beyond the pre-orders, we will work with our service partners to address current customers' needs first before allocating seed for new business." **△**