



The Burrus and Hughes Multi-Brand Strategy.

More choice, higher profit potential for corn and soybeans.

Burrus® has a new way to access better corn and soybean genetics to fit the way you farm.

We kept the responsive local service you expect from the Burrus team. Then we entered into a strategic alliance with major companies so you get products and traits that many single suppliers can't match.

A strategic alliance increases opportunity.

Working in a strategic alliance since 2010, the combined capabilities of the Burrus and Hughes® Hybrids companies add distribution strength and brand value. The partnership takes advantage of industry best practices to deliver increased opportunity to our growers.

The result —

We give growers wide access to the best germplasm and industry-leading traits. We don't restrict customers to only one trait platform. A powerful lineup of cutting-edge products is at your fingertips from Burrus, Hughes, Power Plus®, Catalyst®, and Hoblit®. Those options allow growers to rotate traits and genetics to increase year-to-year yield potential.

**We call it the multi-brand strategy.
You'll call it the best decision you ever made.**

Your yields matter most. Our testing map helps you understand what works in your area. We test on all soil types so we understand what to recommend for maximum profitability on your farm. The Burrus *Harvest Report* shows true results from areas near where you farm, and on soil types and growing conditions you are likely to encounter.

**Farming has changed over the years.
Who we are and what we stand for have not.**

Burrus has been independent and farm-family owned since 1935. Family members run the company to this day with a family pride that is part of everything we do. Likewise, Hughes family members guide the company today that began with the first lot of barley seed in 1929 and are true to the local focus that allows them to stay the same while growing.

Family commitment and independence allow Burrus and Hughes production techniques to be among the most precise in the seed industry. It shows our dedication to seed performance in your local growing conditions.

High-yielding soybeans marketed by Burrus and Hughes.

Burrus PowerPlus® beans are fully treated with fungicide, insecticide, and three biologicals and trademarked as PowerShield®. The majority of Burrus soybeans are delivered in E-Z Load boxes to make handling easier. Our Hoblit brand provides the LibertyLink® soybean system maturities of 3.0 and later.

Hughes soybeans are handcrafted by the Hughes family, grown, conditioned, and treated with PowerShield seed treatment. These high-yielding beans carry maturities from 2.0 to 2.8 in Roundup® Ready and LibertyLink herbicide technology.





TOM BURRUS • Burrus Hybrids • 217-248-5511 c

“Our commitment to grower profitability is paramount. Because of that focus, robust growth of our multi-brand strategy is planned so you have the best, most current trait platforms for top performance in your local growing conditions. Burrus field tests range from western Missouri to western Indiana. We leverage testing from our trait suppliers to offer the best combination of genetics and traits for growers. Our size allows us to be exceptionally responsive and nimble, yet most important of all, trust and integrity still matter at Burrus.”



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“We believe our greatest strength is the ability to focus on a specific growing area from northern Illinois through southern Wisconsin. This allows us to concentrate our testing to evaluate the proper traits without the need to adapt to a wide range of growing conditions. Adopting the multi-brand strategy increases the potential for a higher yield average due to a greater research base and genetic selection.”

