



A behind-the-scenes glimpse of the science of seed building was recently given to approximately 38 area farmers in the City Park in Grant. This Access event was sponsored by Channel Bio Corp, the parent company of Midwest Seed Genetics.

Access is an educational series of on-farm events, featuring a mobile learning center (a decked-out semi-truck with a multi-media theater inside) and sessions with agronomists from Channel's technical support agronomy team.

"It is designed to show the future of the seed industry to farmers, including new products, technologies and management practices," said Rich Peters, Channel agronomist. "It is a great opportunity to learn about tomorrow's products and technologies."

This event is one of more than 33 on-farm events throughout the corn belt. Access also travels to the major farm shows.

"Seed is more complicated today than ever before," said Tim Barry, Channel Access manager. "Access events help to translate all of the research, information and new technologies coming down the pipeline."

Channel Bio Corp. is one of the largest and fastest growing corn and soybean companies in the United States today, with more than 280 full-time sales representatives who work directly with row crop farmers.

The Channel brands are Crow's Hybrids of Kentland, Indiana; Midwest Seed Genetics of Carroll, Iowa; and NC+ Hybrids of Lincoln.