

New Horizons

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Randy Ouzts**
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Dear CLEARFIELD® Rice Customer,

Closing out on what has to be one of the fastest planting seasons on record, it's pretty obvious that rice growers have again chosen Horizon's CLEARFIELD® varieties for a tremendous number of acres this season. Based on our latest sales estimates, we've reached another milestone in the history of our business with more than one million commercial acres planted. CL151 continues to lead these sales and exciting things are being seen with CL111. The new lines CL142-AR and CL181-AR show excellent fit in many areas of the rice belt as well. Seed production acres are on target for good supplies of each CLEARFIELD rice variety and we expect to continue growing this business with new and better products in the near future.

Horizon's activities in the field have gotten off to a great start in 2010 with cooperators, consultants and key growers as we place our varieties in head-to-head comparisons with our competitors. We've taken this to a new level this year and we'll give everyone an opportunity to see our product line in real world situations with an extensive amount of trial work to support our recommendations. Fertility management, seeding rate studies, seed treatment performance and harvest efficiencies are just a few of the issues we'll be looking at this season, and on a scale that gives a commercial view for your customers. We always try to incorporate our research goals with common sense and reality, as we recognize that no one farms in a strip trial scenario to judge true product performance on the farm.

Thanks for your support of CLEARFIELD rice, and we hope to see you this summer at one of the numerous field events we're scheduling. If we can be of help don't hesitate to call. Best of luck to everyone as we finish up planting the 2010 rice crop!

Regards,



Randy Ouzts
General Manager

2010 Horizon Demonstration Fields Planted

Horizon Ag has set up demonstration areas this season to showcase the proper management for CLEARFIELD varieties region by region. This is being done to evaluate several factors that contributed to harvest difficulties in 2009 with CL151 and to accumulate another season of baseline data for our new varieties that have entered the market.

In Mississippi, we've planted a large research and demonstration field in Leflore County with the assistance of Twin Ridge Farms. Much of the work will be focused on managing CLEARFIELD rice varieties with proper seeding rates, nitrogen rates and timing of application. Some fields planted to CL151 in 2009 suffered yield losses from lodging, but this variety can be managed

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2010 Horizon Demonstration Fields Planted *(continued)*

with optimal seeding rates and nitrogen timing to reduce lodging and other issues that come from excess fertility and stand density.

“CL151 is proven to offer high-end yields, but last season’s extreme rainfall during harvest time caused a lot of rice varieties to go down, including some fields of CL151,” said Sunny Bottoms, Horizon Ag technical service representative. “Our demonstration fields will show how to manage this elite variety for optimal production.”

The location will also feature CLEARFIELD® variety comparisons and CLEARFIELD varieties vs. CL hybrids. The fields will be marked with Horizon Ag signs and we invite our customers to visit. Field events are being planned this summer at the site as well.

Demonstration fields have also been planted at various locations from Powe, MO to McGehee, AR in an effort to broaden our recommendations to growers.

“These fields include a range of soil types – silt loams, heavy

clays, high pH, fresh leveled – and will be under varying management systems,” said Lance Schmidt, technical service representative for the region.

Seeding rate and fertility demonstrations are being included at some of the locations to fine tune these recommendations for CLEARFIELD varieties. Along with yield information from these demonstration fields, we will also be looking at harvest timing and its effects on CLEARFIELD varietal grain quality to aid growers on optimum harvest timing. Due to the increasing problem of volunteer rice that has been seen in the last few years, a study is being initiated to examine the effects on yield and quality this problem can have on CLEARFIELD varieties. Conveniently located regional field days in AR/MO are in the works for this summer and will be announced at a later time.

Throughout the season Horizon Ag field reps will be blogging about the field work as well as what is going on in commercial fields across the Southern Rice Belt. Be sure to check the Horizon website (www.horizonseed.com) for our blogs and field day information throughout the summer and fall.

Horizon’s Sunny Bottoms fills the planter with seed for her research field in Mississippi.



Regional Rice Reports



**Michael Fruge, District Sales Manager,
Louisiana, Mississippi and Texas**

Planting is just about complete in most areas with a good start on the 2010 rice crop. Growers in South Louisiana are well into the process of applying herbicides and a good bit of rice is already at permanent flood. CLEARFIELD® varieties have been planted on over 280,000 acres in Louisiana based on sales reports, and CL151 and CL111 are the most planted varieties. Farmers are talking a lot about CL111 due to the excellent seedling vigor. If this variety yields close to CL151 and has the milling quality similar to CL161 then farmers and mills will be demanding this variety next season. Another variety with outstanding seedling vigor is CL261, and everything I have seen is off to a good start. We continue to work with mills and downstream customers for a full launch in 2011.

Market share for CLEARFIELD varieties in Texas has reached an all time high for Horizon Ag, and we estimate at least 35,000 acres planted this season. This is mainly due to the fact that we placed a good bit of CL111 in Texas. The Texas rice mills have been less interested in CL151 compared to other areas and we are hoping that CL111 will solve the issues that we have seen. We expect CL111 to take significant acres next season due to docking seen on hybrids, which generally stays around the \$1/cwt. The early maturity of CL111 should allow for excellent ratoon crop which would increase the demand in Texas even more.

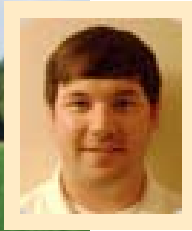
Mississippi growers are on track to plant one of the largest rice crops in some time with estimates as high as 275,000 acres being discussed. CL151 will be the main CLEARFIELD variety in the state. We estimate it to be planted on a little over 50% of the acres in Mississippi. The crop is off to a good start overall and is earlier than the rice crop was the past two years, which should translate to excellent yields. We are seeing a bit more interest in the CLEARFIELD hybrids, which has reduced the amount of CL131 sold in Mississippi this season.

Due to some of the problems seen in the field last year we have really stepped up our work in the field by conducting large plot research. We will host groups at our demonstration fields to share with you our work on optimizing production with CLEARFIELD varieties. Check back periodically at www.horizonseed.com for more details about our upcoming events this season.



The 2010 rice crop was planted in near record time.

Regional Rice Reports



**Garrett Williams, District Sales Manager,
Arkansas, Missouri**

The bulk of Arkansas and Missouri rice crops have been planted and at a record pace in most areas. It's estimated that Arkansas growers planted more than one million acres of rice in just over two weeks, and our CLEARFIELD® rice seed sales support this. Missouri rice acres are at an estimated 230,000 acres, with CL151 being a very popular choice in that area. If things dry up in Missouri there may be a few thousand more acres planted. The only problem so far has been the recent rain, with some areas receiving more than 10 inches. This has flooded several fields and has also caused a lot of growers to have to re-pull their levees, yet some fields will need to be flushed due to the soil crusting that is occurring.

Growers have overwhelmingly chosen CL151 on a tremendous number of acres and we estimate as many as 700,000 to have been planted to CLEARFIELD varieties overall. CL151 appears to have replaced quite a few CLEARFIELD hybrid acres where growers are looking for an alternative variety with similar yield potential. A significant number of commercial acres of CL111 and CL261, along with limited acreages of CL142-AR and CL181-AR have been planted. We are very excited about having these varieties in seed production for 2011 launches.

CL111 has impressed many growers with its seedling vigor and in many cases it has emerged 2-3 days earlier than anything else on their farms. Our product line is now well rounded with the CLEARFIELD varieties from Dr. Karen Moldenhauer's program, and Arkansas and Missouri growers are really interested in seeing what they bring to the table. We expect CL142-AR to fit very well where growers prefer taller varieties such as Wells and Francis, and we have it well placed in trials this season across both states. CL181-AR fits well in areas where growers prefer a semi-dwarf plant with good milling and excellent yield potential.

We are planning quite a few field days for 2010 and our plots have been placed in key areas to showcase our latest varieties. We've also ramped up our internal testing with key growers and consultants and are evaluating quite a few management approaches to enhance yield and quality this season. Seeding rate studies, nitrogen applications, and harvest efficiency are key components of our research protocols and we encourage you to attend any and all field days that are convenient to your area. Check back periodically at www.horizonseed.com for more details about our upcoming events this season.



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