

Verdant Partners Strengthens Asia Pacific Capabilities

Champaign, Illinois
April 30, 2012

Verdant Partners LLC is pleased to announce its alliance with Howard C. Morris and SeedServ International Pty Ltd of Queensland, Australia. In their new relationship, Mr. Morris and SeedServ will work with Verdant to develop agribusiness consulting, advisory, and brokerage services with clients in Australia, New Zealand, and other international markets of the Asia Pacific Region.

Howard Morris is a 35-year veteran of the global seed industry. He began his career in Australia working for Pacific Seeds, a leading Australian seed company specializing in grain and forage sorghum, corn, sunflower, canola, and oats. Mr. Morris held various production and logistics management positions before his appointment as Managing Director of Advanta Canada in 1994 where he spent seven years leading this pioneer company in the hybrid canola seed industry. Mr. Morris returned to Australia in 2001 with the Advanta group where he remained until 2010 serving in several regional and global positions including Regional Director Asia, Africa, Australia; Managing Director of Advanta Seeds International; Global Director Strategy and Business Development; and Global Supply Chain Director.



In 2010, Mr. Morris founded SeedServ International Pty Ltd in Queensland as a seed business-consulting firm focused on the facilitation of seed production and distribution agreements and as an international marketer and negotiator for proprietary seed germplasm products. Mr. Morris holds a Certificate in Agriculture from Queensland Agricultural College, and has a great depth of knowledge and experience across the international seed industry with particular emphasis across Asia, Africa, Middle East, Oceania, North and South America. Always active in the seed industry, Howard Morris served previously as Councilor to the Australian Seed Industry Association (now known as the Australian Seeds Federation) as well as a Director of the Canola Council of Canada.

Dean V. Cavey, Managing Partner of Verdant Partners LLC, said "We have known and respected Howard Morris for many years as both a client and as a competent business professional with a broad network and deep understanding of the crop genetics business. We are very pleased to welcome Howard and SeedServ to the Verdant Partners network. His international agribusiness experience will be a significant asset for Verdant as our business continues to expand in markets beyond North America and Europe."

Howard Morris can be reached at Office: +61 7 5477 7255; Mobile: +61 4 3817 2112 or Email: howard@seedserv.com.au or howardmorris@verdantpartners.com

Verdant Partners provides transactional and strategic advisory services to the global crop genetics industry. Services include mergers and acquisitions, joint ventures, and strategic alliances. Since its founding in 1998, Verdant Partners has initiated and managed transactions valued in excess of U.S. \$2.0 billion. Verdant AgriBusiness Consultants provides business consulting services to a wide variety of international agribusiness clients. Services include strategic plan development and implementation, technology opportunities assessment and identification, market and industry analysis, post-merger integration plans and management, financial planning and evaluation, as well as other forms of consulting services.