

DLF-Pickseed USA Announce Brand Strategy

Written by Australian Business

HALSEY, Ore., Oct. 4, 2013 /PRNewswire-iReach/ -- DLF-Pickseed USA Inc. announced today that all 3 brands, Pickseed, Seed Research of Oregon and DLF International Seeds will continue. "The brands and the teams supporting those brands will remain separate and distinct," says Claus Ikjaer, CEO & President of the newly-formed DLF Pickseed USA Inc.

All 3 brands have great brand equity in the US market and we intend to support these long-standing brands and the customers who rely upon them." Both Seed Research of Oregon and Pickseed have been serving customers in the US and Canada for over 30 years. Ikjaer added "if we do right by the customers we will be successful. Our primary objective is to further develop our customer relations through increased service and superior products".

Pickseed and Seed Research of Oregon will be able to offer the extensive DLF International Seeds forage program to their customers. Backed by an International Research and Product Development network DLF International Seeds offers a complete selection of cool season forage grasses and blends.

DLF-TRIFOLIUM, the Danish parent company, has created integration teams that include Chris McDowell
,
Rick Myers
,
Bill Dunn
,
Roeland Kapsenberg

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and Claus Ikjaer to ensure customer and sales continuity. DLF-TRIFOLIUM is the world's largest Forage and Turf Grass seed company, and the recent purchase of the Pickseed Companies Group has solidified their position. US market activity has increased tremendously with the addition of Pickseed and Seed Research of Oregon

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Media Contact: Jeremy Husen, MSH Associates, 5417603494, jeremy@mshassociates.com

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