



**Media Release: 1 July 2013**

### **HRZ WHEATS PTY LTD GAINS ADVANTAGE IN NAME CHANGE**

**Sydney, Australia:** Today HRZ Wheats Pty Ltd will be renamed Advantage Wheats Pty Ltd reflecting a new business direction and a commitment to innovation within the wheat industry.

Combining the knowledge of Advantage Wheats partners; CSIRO, the New Zealand Institute for Plant and Food Research, GRDC, Seednet and Dow AgroSciences, Advantage Wheats aims to become Australia's most progressive high performance wheat breeding company, looking at wheat breeding from a new perspective with an innovative approach to both research and in the way they pursue new markets.

Neil Comben, Advantage Wheats general manager comments; "Advantage Wheats is Australia's first wheat breeding organisation to bring together intellectual property, science, agribusiness and commercial acumen. High yielding, milling quality, long season varieties positioned for high rainfall areas will always be a key breeding goal for us as this is where most of our material is best suited, however our scope needs to be flexible. The diversity of our material indicates we have lines well suited to regions outside the high rain zones of Australia that will allow wheat growers in these regions to take advantage of the profit opportunities we can deliver. We have already been successful in bringing to market the variety Forrest, a high yield, long season option for growers in high rainfall areas."

Neil continues "Advantage Wheats is all about responding to the market and with the combined expertise of our partners we will continue to develop new wheat varieties, which will deliver higher yield, disease resistance, consistency and a complete wheat crop solution."

Advantage Wheats Senior Breeder, Dr Allan Rattey agrees; "the primary purpose of Advantage Wheats is to produce milling quality wheat with a high yield potential and more robust disease resistance. Advantage Wheats varieties also aim to create flexible planting windows – giving growers the ability to plan early and generate potential dual income through grazing to spread risk."



For further information or images please contact Jessica Brennan at Horizon Communication Group

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