



TECHNOLOGYCROPS
INTERNATIONAL

Technology Crops International
PO Box 11925, Winston-Salem, NC 27116, USA
T+1 336 759 7335 F+1 336 759 9406 techcrops.com

For Immediate Release

Technology Crops International Offers Unprecedented New Alternative for Growers in 2011

Company Announces 2011 Fall Seeded HEAR Contracts in NC

WINSTON-SALEM, N.C. (June 27, 2011) – Technology Crops International (Tech Crops) is excited to bring a serious cropping alternative to local growers who have been looking for a new, profitable and low-risk option to winter wheat this growing season. As the exclusive U.S. source, Tech Crops is making a unique, high-yielding hybrid variety of HEAR (High Erucic Acid Rapeseed) available to growers with its 2011 fall seeded contracts.

“Rapeseed is a sustainable and reliable crop, offering many positive benefits to growers,” said Tech Crops CEO and President Andrew Hebard. Experts believe the U.S. market potential for rapeseed from Tech Crops is significant because over 90% of U.S. rapeseed is imported. Inherent crop characteristics provide rotational advantages over winter wheat with an earlier harvest, the ability to help break conventional weed and insect cycles and a 10% - 15% increase in yield typically for crops following rapeseed.

Hebard adds, “After extensive trials and gathering robust data, Tech Crops is excited to move into full commercial production in North Carolina. We are looking for significant increases in production and want to give growers in our home state an opportunity to take advantage of this premium HEAR market. Based on our forecasts, we expect growers to have at least a \$50 per acre advantage growing rapeseed instead of wheat.”

Partnerships with North Carolina farmers and the North Carolina State University (NCSU) Department of Crop Science to conduct HEAR trial plots have yielded overwhelmingly positive data. “These results establish rapeseed as a long-term, value-added opportunity for growers, while confirming the viability of the crop in N.C. now and in the years ahead,” said Blaise Boyle, Director of Crop Production at Tech Crops.

John Hart, a commercial grower in Columbus County, N.C., reported an average 2,653 pounds per acre this year from his rapeseed crop. Likewise, the first year trials of NCSU rapeseed trial plots yielded between 2,200 and 3,200 pounds per acre according to NCSU's Cropping Specialist, Dr. Chris Reberg-Horton.

Hart said, “I’ve been happy with the quality and performance of the crop. The care and harvesting are the same as canola — given the agronomic advantages like drought tolerance, it’s a crop I’d like to keep in my rotation.”

Further, Tech Crops is pleased to announce a partnership with Perdue Agribusiness (Perdue), whereby Perdue will provide elevation and crop storage facilities at selected locations in eastern N.C. for growers to deliver their HEAR and collect planting seed.



TECHNOLOGYCROPS
INTERNATIONAL

Technology Crops International
PO Box 11925, Winston-Salem, NC 27116, USA
T+1 336 759 7335 F+1 336 759 9406 techcrops.com

Tech Crops' premium priced contracts are a significant risk management tool offering insurable crops with Act of God coverage at no cost and a full production purchase guarantee. Growers wanting more information about the crop and contracts should act immediately. Production contracts are limited as this specialty market requires a balance of demand and supply for long-term grower value.

"Our exclusive hybrid variety offers premium returns over winter wheat and canola," said Boyle. "We look forward to working with all growers, regardless of size, to achieve outstanding results."

For more information about the exclusive 2011 fall seeded HEAR contracts from Tech Crops, please contact Jeff Riddle at (877) 780-5882.

About The Company

Headquartered in Winston-Salem, North Carolina, Technology Crops International is a leader in the evaluation, development, commercialization and delivery of new and high-value strategic oilseed crops. For over a decade, Tech Crops has partnered with corporations around the world to deliver safe, sustainable and technologically advanced raw materials to meet specific industry needs.

###

Media Contact:

Blaise Boyle, Director of Crop Production
Technology Crops International
1-877-780-5882/BB Boyle@techcrops.com
www.techcrops.com



HEAR CONTRACT FACT SHEET

HEAR (High Erucic Acid Rapeseed)

- Rapeseed is a bright yellow flowering member of *Brassicaceae* family and is grown primarily for its seed which yields approximately 40% oil.
- HEAR (High Erucic Acid Rapeseed) is a special form of rapeseed which has high levels of erucic acid and its end product is used primarily for industrial purposes.
- Rapeseed and canola look identical and are raised in the same way. Comparatively, canola has very low levels of erucic acid and its end product is used in the food industry.

Contract

- Tech Crops' strategic partnership with Perdue Agribusiness offers growers convenient, local delivery options.
- Tech Crops' premium contract pricing was developed from a formula based on the Chicago Board of Trade (CBOT).
- Act of God coverage at no additional cost and a full production purchase guarantee are standard features of Tech Crops' contracts.
- Grower contracts are fully supported by end-user contracts, ensuring no speculation when working with Tech Crops.

Sustainability

- Approximately 90% of the rapeseed used in the U.S. is imported, providing a strong sustainable market for rapeseed from Tech Crops.

Technology Crops International

- Technology Crops International (Tech Crops) is headquartered in Winston-Salem, N.C. and has offices in North Dakota, Canada and the United Kingdom.
- Tech Crops grows specialty crops around the world and provides its end-use clients with oil derived from oilseed crops.



TECHNOLOGYCROPS
INTERNATIONAL

Technology Crops International
PO Box 11925, Winston-Salem, NC 27116, USA
T+1 336 759 7335 F+1 336 759 9406 techcrops.com

Below are pictures of HEAR (High Erucic Acid Rapeseed) for your use and distribution. If you need a different format or would like additional pictures, please contact Blaise Boyle at 1-877-780-5882/BB Boyle@techcrops.com.



Field of HEAR



Field of HEAR in full bloom



TECHNOLOGYCROPS
INTERNATIONAL

Technology Crops International
PO Box 11925, Winston-Salem, NC 27116, USA
T+1 336 759 7335 F+1 336 759 9406 techcrops.com

Below are pictures of HEAR (High Erucic Acid Rapeseed) for your use and distribution. If you need a different format or would like additional pictures, please contact Blaise Boyle at 1-877-780-5882/BB Boyle@techcrops.com.



Field of HEAR nearing maturity growth stage



Harvested HEAR seeds