

NEWS RELEASE

Alejandro Hernandez Wins 2007 Plant Breeding and Genetics Award



Alejandro Hernandez, 2007 Canadian Plant Breeding and Genetics Award Winner, with Dorothy Murrell, CSTA President, and Robynne Anderson, Germination Magazine

Ottawa July 24, 2007 - Alejandro Hernandez, Northern Regional Manager, North American Soybean Development at Monsanto Canada, is the 2007 recipient of the Canadian Plant Breeding and Genetics Award. Co-sponsored by the Canadian Seed Trade Association (CSTA) and *Germination* magazine, this award recognizes the outstanding contribution of a Canadian researcher to the advancement of plant agriculture.

A soybean breeder from Guelph Ontario, Alejandro Hernandez is credited with developing the first early maturing Roundup Ready® soybean varieties and is commended for his landmark work around specialty soybean varieties.

Since he joined First Line Seeds (acquired by Monsanto in 2004) Alejandro and his team have developed 101 varieties of soybeans, and have been responsible for substantial growth in the industry. There were less than 1 million acres of soybeans in Canada when Alejandro joined First Line. This has tripled, led by his initiatives in developing Group 0 and 1 soybeans.

Always aware of the needs of current and potential customers, Alejandro was also instrumental in the development of soybean varieties for the specialty soy and soy-food markets in Asia. He successfully developed small seeded varieties which brought high premiums to Ontario producers, and later developed food grade soybean varieties for specialized tofu and soy beverage markets around the world.

In the words of his nominator, Jamie Rickard: "Alejandro's reputation as an innovator and leader has not only made him an invaluable part of the Monsanto team, but an asset to the Canadian seed industry and to Canadian agriculture."

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Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 138 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.