



Alforex Seeds Customer FAQs

Sept. 2023

Who should Alforex Seeds customers contact at DLF to purchase alfalfa going forward?

Alforex Seeds customers are encouraged to contact Doug Bastian, Alforex Business Manager, at doug.bastian@dlf.com or Martin Hegland for U.S. and international private label sales at martin.hegland@dlf.com. Other commercial inquiries should be sent to Dan Foor, Senior Vice President of Distribution for DLF North America, at dan.foor@dlf.com.

What varieties are available for fall 2023 sales and going forward? Pricing?

Please contact Doug Bastian for current availability and pricing.

How do I place an order? (Terms, etc.)

Our plan will be to continue to conduct business with Alforex customers along similar terms as they have previously received. We will need to set up a new account with DLF and Doug Bastian can help with this process, alongside DLF's credit department. Alforex will continue to service customers through 9/30.

Who do I talk to for Alforex Seeds marketing materials?

Doug Bastian can assist with current needs with the assistance of the DLF marketing team.

Is DLF going to keep the Alforex Seeds brand?

Yes.

Who will manage replants/returns after ownership change of Alforex Seeds?

Again, our plan is to continue to honor previous business practices with the ownership change.

I have been a vendor to Alforex Seeds historically, who do I speak with now?

Please direct any vendor-related questions to Dan Foor.

Will Roundup Ready and HarvXtra alfalfa be available in the Alforex Seeds portfolio?

We are working with the technology owners to provide access to these traits.

Will products be offered through the DLF & La Crosse Seed distribution network?

Full commercial plans will be communicated in the near future to appropriate stakeholders. In the meantime, our goal is to provide consistent product access and great service to Alforex Seeds customers. We will be in contact with customers as soon as possible to ensure we understand their needs and get plans in place to fulfill them.

How do I set up an account with DLF?

DLF has a credit application process consistent with industry standards. Please contact Doug Bastian at doug.bastian@dlf.com to receive an application to get the process going.