



MEDIA CONTACT: JACOB MURPHY
jmurphy@gdmseeds.com | 217-433-3443

W.S. Seeds DBA Midland Genetics Rebrands as Mustang Seeds *Effective today, W.S. Seeds is now branded Mustang Seeds*

CHAMPAIGN, IL (JULY 6, 2023) – GDM, an independent seed company with U.S. headquarters in Champaign, Illinois, announces a rebrand of W.S. Seeds DBA Midland Genetics as Mustang Seeds. W.S. Seeds has represented GDM business interests in Kansas, Missouri, and Nebraska since 2022. This rebrand aligns with GDM’s overarching U.S. growth strategy of partnering with American companies to collaboratively strengthen independently owned businesses who are committed to bringing value to farmers.

“Mustang Seeds is poised to be the first-choice field performance advisor for American farmers; that’s of course something our team is eager and excited to be a part of,” said Wes Sylvester of W.S. Seeds. “We are all committed as one strong Mustang team, guided by our shared values and a renewed sense of purpose.”

“This is an opportunity to better serve our customers as we are now positioned to offer GDM’s wealth of research and development, in addition to new technology,” said Terry Schultz of Mustang Seeds. “Together – with our expanded Mustang team across the 10-state region we now collectively serve – we take pride in knowing we are part of something bigger, stronger, and even more innovative, everything our customers need to succeed.”

As GDM continues to grow its U.S. footprint through targeted, strategic joint ventures and partnerships, the organization aims to broaden its product offerings to seed dealers and growers while also intensifying its soybean breeding strategy.

“GDM’s presence in the U.S. market is a milestone by itself because for the first time in four decades, the U.S. grower has access to a new source of soybean genetics,” said Phil Chandler, GDM Branded Business Manager. “GDM is evolving as a global plant genetics leader and we’re diversifying the U.S. soybean market in unprecedented ways that farmers should be really excited about when it comes to yield possibilities.”

GDM’s ongoing commitment to honoring family-owned and -operated values and culture offers its partners long-term sustainability with seamless, in-house leadership remaining at the helm. Since 2016, GDM has grown its U.S. breeding program investments from the south to the north and delivered more than 100 lines to the market. The company reinvests 25% of its revenue into research and development. Learn more about Mustang Seeds at www.mustangseeds.com.

About GDM USA

GDM began in 1982, in Argentina, as a family-owned company, making 2022 its 40th anniversary. In early 2000, GDM expanded to Brazil, and in 2008, launched its genetic breeding program in the U.S., just outside of Memphis, TN. GDM released its first commercial products through GDM Licensing in 2015 with additional research centers opening in Gibson City, Illinois (2016); Hutchinson, MN (2017); and Des Moines, IA (2022). In 2019, GDM launched DONMARIO and Virtue seed brands and entered a joint venture with Mustang Seeds. In 2020, GDM established its USA headquarters in Champaign, IL, then acquired Local Seed Company in 2021 and W.S. Seeds in 2022. Today, GDM operates in 15 countries, with expansion projects in S. Africa, China, and Europe. GDM operates 16 breeding stations globally, 700 testing locations and tests more than 1.5 million plots per year. GDM is a proven global soybean genetics powerhouse, with over 40% of the world’s soybean acres containing GDM genetics. Learn more at www.gdmseeds.com