



## **AP Select Entices Midwest Farmers with New Seed Brand and Regional Expertise**

CLEAR LAKE, SD - With bold blue graphics, lofty goals and a “better by choice” business philosophy, AP Select has launched a new family-owned seed company across North Dakota, South Dakota, Nebraska, Iowa and Minnesota. AP Select trucks are rolling into local seed dealerships, delivering an impressive choice of seed traits and genetics targeted to every region.

“AP Select has access to genetics and traits from multiple sources, so we are able to customize the right seed blend for every acre our customers farm,” says Rory Olerud, CEO of AP Select.

“Being able to provide freedom of choice, responsive service and regional expertise are just some of the ways we are elevating our business above the competition and creating a unique advantage for our customers.”

AP Select is owned and operated by the same family that established Agri Partners, Inc. in 2009. Agri Partners is a respected partner in the seed industry with strong relationships across the Midwest. When faced with a decision to form an exclusive partnership with a large seed company or strike out on their own, the Oleruds decided to establish a “regional seed company with all the industry connections and product options of a large corporation, without all the red tape or the hassle.”

Avoiding corporate restrictions and limited product options was the main motivation behind the launch of AP Select.

“Because we operate independently, AP Select has the ability to offer the Bayer traits with the SmartStax® Pro, SmartStax®, VT2, VT4PRO™, DroughtGard® Double PRO®, Trecepra®, and the straight Roundup Ready® seed versions. We also have access to the Corteva traits and genetics and are working with other traits and genetics companies to diversify our offerings even further,” says Ryan Olerud, Product Lead/Sales for AP Select.



The company will make a splash in local communities with dealership events and customer appreciation days and is hiring qualified people for a variety of open positions in every market.

“We offer compelling opportunities for experienced people who want to work for a solid family-owned seed company,” says Rory Olerud. “Advantages include a competitive salary with bonus options, comprehensive benefits, a company vehicle and a great team of co-workers.”

In addition to having the freedom to choose the best seed traits and genetics to maximize their profitability, growers can expect strategic expertise from people who understand the diverse needs of the area.

“The local AP Select seed experts can help guide farmers through all their crop decisions. We offer a superior seed line that includes corn, soybeans, and alfalfa,” says Rory Olerud.

For additional information regarding AP Select, please visit [www.apselect.com](http://www.apselect.com) or call (877) 874-2550.

END

For more information, please contact Jen Pendley at (877) 874-2550 or [jen@apselect.com](mailto:jen@apselect.com).