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For Immediate Release  
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**Legendary Seedsman Don Funk re-launches Midwest Seed Genetics**  
***Industry veteran building seed organization of the future***

Don Funk, founder of Channel Bio Corp, is leading a team of entrepreneurs to launch [Midwest Seed Genetics](#) across the Corn Belt for the 2017/2018 growing season. In 2001, Funk purchased Midwest, a small, sleepy seed company, and turned it into a regional powerhouse. He is re-acquiring the brand for the purpose of providing farmers meaningful choice in the dynamic future that awaits agriculture.

"Over the last several years, we've been closely watching the seed industry, spending a great deal of time listening to both farmers and seed industry professionals," says Funk. "While there is great excitement for what the future holds, there is also frustration and dissatisfaction. The people of agriculture are being left behind. We will put them first again."

"Most importantly, we will bring unique, high-performance, product choice to the American farmer. We're also stripping away the complexity, gimmicks and inefficiency the industry has created so we can put more money into our customer's pockets...money that is theirs to begin with."

In preparation for the launch, Funk is assembling a core team to drive Midwest into the future. "We're focused on people who share a great entrepreneurial spirit as well as a belief the seed industry is weighted down with inefficient practices. I'm excited to work with extremely capable people who are focused on bringing real value to farmers for decades to come."

Funk continues, "While the seed industry turns inward, focused mainly on itself, we will practice a philosophy we call Outward Focus, providing product choice and an experience based on what our customers tell us they want, rather than on what we decide is good for them."

"Some may say this is largely going back to what worked best in the past. We would absolutely agree with them. We know from experience, if we help farmers succeed they will take us with them. The next generation of farmers is rightfully looking for the best - the best product, the best service, the best experience. We won't provide anything less."

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#### About Midwest Seed Genetics

Midwest Seed Genetics is a high-performance, outward-focused seed organization dedicated to helping the American Farmer grow. For more information, please visit [midwestseed.com](http://midwestseed.com)