



MEDIA RELEASE
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Wholis™ provides value throughout supply chain

Nuseed introduces premium food-quality sorghum

Nuseed, one of the world's leading sorghum breeding and development companies, has introduced Wholis™, a premium food product category.

Using proprietary sorghum genetics bred specifically for human consumption, Wholis will deliver consistent, high quality ingredients to food industry partners with excellent milling and nutritional qualities.

Nuseed's announcement to the wider industry is part of the company's goal to expand the overall market and value of sorghum.

Wholis represents an innovation that extends globally with the opportunity to convert the world's sixth largest crop from a feed grain into a premium food source. Nuseed are already developing Wholis in multiple markets internationally.

A number of partners – including breeders, farmers, millers and product marketers – have worked with Nuseed to improve the quality and availability of premium food-quality sorghum.

The Wholis brand refers to sorghum being a whole, ancient grain along with Nuseed's holistic approach to the entire food system, providing benefits at all levels of production.

The environmental flexibility and drought hardiness of sorghum means it is well suited to areas that may be marginal for the production of other cereal grain crops, such as wheat and barley.

Sorghum compares favorably to other grain types providing similar amounts of energy, protein, fat, carbohydrates, vitamins and minerals. In addition, it is a natural fit for the growing gluten-free market; including people afflicted with celiac disease and the increasing population that simply prefer to avoid gluten in their diets.

Global sales of gluten-free products are expected to exceed \$4.3 billion by 2015, with the US representing 53 percent of that market alone.

Initially available in the US, Wholis sorghum will be grown in a closed-loop, contract system in collaboration with food channel partners.

Wholis delivers very specific characteristics including improved milling performance and enhanced baking qualities. The result is a consistent, uniform, gluten-free supply of premium quality sorghum grain that can be used successfully in food products.

With Wholis, Nuseed will help grow and develop this underutilized crop for the benefit of the entire supply chain including growers, millers, manufactures and, importantly, consumers.

Nuseed, a wholly owned subsidiary of Nufarm Limited, is a global seed and traits company focused on the enhancement of food and feed value through seed technology. The company develops proprietary canola, sunflower, and sorghum products that are marketed in over 30 countries.

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