



This Changes Everything.

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Asoyia® Increases Non-GMO Premium Program

(Iowa City, IA – Nov. 12)

Asoyia® is launching a new, higher premium program for 2008 to increase the bottom line even more for Midwestern soybean growers. The Non-GMO premiums will now start at \$1.25 per bushel with a potential to earn up to \$0.40 more per bushel subject to soybean market volatility. Pay no technology fees on any Non-GMO seed.

Growers can compare and calculate the advantage of growing Asoyia Non-GMO soybeans versus their current soybean brand and type at asoyia.com. The online profit calculator contains drop down boxes to select type of tillage practice(s), crop inputs, chemical program, premiums and more.

“Our online calculator really allows growers to take a detailed look at what they are spending and benefiting from growing Asoyia soybeans,” states Brett Maxwell, Vice President of Operations. “It gives them a picture of the profit center Asoyia soybeans can provide.”

The increasing consumer need for more heart healthy foods is driving the demand for Asoyia oil. Asoyia will offer 11 Non-GMO varieties for improved seed emergence, disease resistance and standability in a high yielding 1% Ultra Low Linolenic soybean.

“The oil market we are selling into is continually growing at a rapid rate, in fact there are up to 18 different states considering legislation to adopt a zero trans fat labeling law. The trickle down effect is really driving what we see on the oil side of our business thus the need for additional acres offers great opportunities for Midwest growers. The added value our program offers growers is tremendous to their bottom line,” adds Maxwell.

Asoyia 1% Ultra Low Linolenic soybeans are marketed like commodity soybeans with forward contracting available for any month during the crop year. The producer can reserve bushels for a delivery month without contracting, but must deliver beans during that designated month. Several Cargill® marketing alternatives are available.



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“2007 harvest data from independent University trials rank Asoyia brand soybeans among top five high yielding varieties,” states Maxwell. Asoyia 1% Ultra Low Linolenic soybeans have been genetically designed to produce highly stable oil with zero trans fat.

Most recently Asoyia has expanded its distribution channels with seed partner Merschman Seeds, Inc. and ag retail distribution outlets Heartland Co-op, Big Country Seeds, Cargill™ AgHorizons, Big River Seed and Grain and many more.

Transportation allowances are provided where applicable and with flexible delivery schedule to Cargill® facilities in Bloomington, Illinois & Cedar Rapids, IA November 2008 through September 2009. Limited harvest delivery is available with flexible buyers call program within month of sale.

Asoyia is a farmer and employee-owned company that grows and processes 1% Ultra Low Linolenic soybeans to produce highly stable oil with zero trans fats. Headquarters in Iowa City, Iowa serve the network of growers, food processors, brokers and seed partners.

Program details and requirements are available online. For more information, visit the company's website at <http://www.asoyia.com>.

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Asoyia is a registered trademark of Asoyia, LLC in the U.S. Cargill is a trademark of Cargill, Incorporated.

(Note to editor: Color photos in electronic format are available upon request. Please contact Bellana Putz, Lessing-Flynn, @ 515-274-9271 for requests.)