



FOR IMMEDIATE RELEASE

Marion Ag Service and Columbia Seeds Cast Supply and Marketing Consortium

St Paul, OR August 6, 2024 – Columbia Seeds LLC. and Marion Ag Service Inc.

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Marion Ag Service and Columbia Seeds LLC have agreed to a supply and marketing consortium. The endeavor combines Marion Ag's industry-leading fertilizer technology, combination products, organics, and soil amendment offerings with Columbia Seeds' established expertise in the seed market. The consortium will enable both companies to combine their marketing efforts, relationships, and value creation into a collective market-leading suite of agronomic solutions.

The two companies have an aligned company culture in addition to complementary supply, operational and marketing structure.

- Tom Pape, Scott Harer, and the Columbia Seeds team have a customer centric culture which mirrors Marion Ag's **Trust Driven Service** mindset.
- Columbia Seeds **Value Direct Link**[®] strategy couples a close association with Pacific Northwest growers and a multichannel distribution system to deliver value and savings across the supply chain.
- The collaboration provides exposure to greater seed production relationships, an opportunity for multiple agronomic product categories on a single delivery, reducing supply complexity and improving inventory metrics for distributors.

"Marion Ag's strategic growth imperative led us to join the grass seed market in 2021. Now, as our proprietary varieties are hitting the commercial market, accessing the experience, professionalism, and collaboration of the Columbia Seeds team will further catalyze our mission." States Jeff Freeman, Chief Strategy & Marketing Officer at Marion Ag. Tom Pape, Vice President at Columbia Seeds added, "Combining both company's marketing and supply efforts will generate new opportunities for our customers. I'm excited to partner with an organization that takes customer service as serious as we do."

Both companies remain committed to serving their suppliers and customers while striving to execute synergies that will add value to the marketplace. Each will operate under their current structure with leadership engaging to deploy resources and relationships that will strengthen both companies' ability to create winning opportunities in the marketplace.

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About Columbia Seeds

Based in Albany, Oregon, COLUMBIA SEEDS® strategy is to focus resources on the marketing and brand development of its varieties while facilitating the flow of seed directly from the producer to the marketplace. Using this strategy, founding members Tom Pape and Scott Harer developed a “Value Direct Link®” between the producer and the marketplace.

About Marion Ag Service

Based in St. Paul, Oregon, Marion Ag Service Inc. serves a diversity of growers and resellers assisting them with technical services, soil health and nutrient delivery associated with their crops or properties. The company mission is to empower its team to unlock customer value through trust-driven service. Founded in 1976 by Bob Hockett, the business remains family owned.

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