



Limagrain Cereals Research Canada announces Senior Breeder hire

FOR IMMEDIATE RELEASE

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Saskatoon, Saskatchewan – Limagrain Cereals Research Canada (LCRC) is pleased to announce the hiring of Dr. Jason Reinheimer as its Senior Breeder, effective February 15, 2016. Jason brings 14 years of experience in cereal breeding, including from his most recent position as Senior Wheat Breeder/Manager with Australian Grain Technologies (AGT). In this position he established and managed a multi-disciplinary team developing leading wheat varieties for Western Australia.

Jason has a Degree of Agricultural Science, with a Major in Plant Breeding, and a PhD, both from the University of Adelaide. He also has been responsible for durum and triticale breeding and hybrid wheat development while at AGT. “Jason brings a wealth of breeding experience, research expertise, and the leadership we were looking for, along with enthusiasm and a strong track record of collaborative research” says Erin Armstrong, CEO of LCRC.

Dr. Reinheimer says “It is exciting to be joining Limagrain Cereals Research Canada as Senior Breeder. I’m proud to have helped AGT make significant contributions to the Australian grains industry through its technologies, germplasm, and support. Limagrain and AGT are both strongly committed to public and private collaborations, which will also be a high priority in building LCRC.”

He adds: “I am especially looking forward to learning from, and working with, Canadian growers, breeders and researchers, and the Canadian seed and grains industries.”

Jim Peterson, Research Director for LCRC, adds “Coming from a farming background, Jason fully appreciates the challenges ahead. His experience and ties with AGT, plus access to cutting-edge molecular technologies and germplasm from Group Limagrain, will help us grow LCRC quickly, bring exciting new varieties to market, and make significant contributions to western Canadian agriculture.”

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Limagrain Cereals Research Canada is a partnership between LIMAGRAIN and CANTERRA SEEDS. Its goal is to develop new leading cereal varieties that meet the needs of western Canadian farmers and their customers. Based in Saskatoon, Saskatchewan, LCRC will work in partnership with public and private programs in Western Canada and around the world.