

## FOCUS: SEED

### Jolts and Volts – Currents Driving the Seed Industry

Quickly and significantly, the seed industry continues its evolution. In a series of proprietary studies, consultations and a white paper released this summer, Context continues its evaluation of major market moves impacting the industry.

Context Partner Blake Sieker stated, “*Jolts and volts* is a means to describe and characterize the abrupt, significant and notable shifts occurring in the seed industry. We’ve evaluated recent announcements from several seed industry leading companies including Syngenta and Monsanto and agreements between DuPont’s subsidiary, Pioneer Hi-Bred and Dow AgroSciences.” Sieker added, “These significant agreements in technology between major players are called jolts.”

Other market-moving drivers of change are characterized as “volts”. Sieker stated, “Volts are the power by which such changes affect seed market share changes along with the market’s fundamental underlying reaction to technology availability and the place seed company brands hold in this evolving paradigm.”

Sieker’s perspectives are featured in the third-quarter edition of Seed Today magazine. A link to the article will soon be available at the Context website.

Seed industry, investment and technology executives interested in a detailed, full-length white paper thoroughly exploring the issues described may request information to purchase the report entitled: ***Monsanto – Syngenta Litigation and Licensing Agreements: A report on the implications and possibilities between Monsanto and Syngenta*** at [www.contextnet.com](http://www.contextnet.com) or via email at [info@context.com](mailto:info@context.com).

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**The Context Network** provides business management and strategy consulting services to the world’s leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of more than 100 industry and subject-area experts.