

FOCUS: SEED



Context
Partner,
Mark Holland

Context acquires SeedMatrix™: seed, biotech companies benefit from unique sorting tool

The Context Network is pleased to announce the acquisition of SeedMatrix™, a web-based application for seed companies offered through PLAN, Inc. The software simplifies hybrid and variety data management by allowing users to analyze seed test plot data in a simple format with powerful sorting and comparison tools. The application allows for customized analysis of variety and hybrid data on corn, soybeans, cotton, rice, wheat and sorghum.

Context Partner Mark Holland said, “SeedMatrix is an exceptional tool for seed companies and technology providers who require a comprehensive analysis of seed varieties where traits are placed. It is uniquely designed to create customized, head-to-head seed variety or hybrid comparisons, find the most consistently high-yielding varieties by geography and analyze those seed products for strengths and weaknesses within a specific geography. In addition, it enables managers to evaluate multiple points of data gathered from the public forum and compare that against internally generated data in a secure system.”



Context
Senior Associate,
Dale Logan

Context Associate and PLAN, Inc. CEO, Dale Logan created the program over the past seven years. It was launched in 2009 and has met with enthusiastic exceptional acceptance by subscribers. Logan stated, “The time is right for providing seed managers with this specific analysis tool. The seed industry is at a point where huge volumes of new products are coming to the market. Keeping on top of what genetic and technology combinations work best in a given geography is critical for companies striving to place the best possible products in an agronomic environment. Ultimately, it enables users to glean actionable conclusions and strategies from reams of test plot data.”

Logan added, “Traditionally, if seed companies or others in this marketplace wanted to see comparison data in this format, they had to plow through mountains of public data. SeedMatrix accesses the data, organizes and imports it into a user-friendly form. Through its online security measures, SeedMatrix data are never shared. The information generated is storable and accessible anywhere or any time even from a mobile phone device.”

While SeedMatrix is a powerful tool for seed companies, Context notes its applicability reaches far beyond to other entities. Context Managing Partner Blake Sieker stated, “SeedMatrix provides companies involved at any level of biotech development a comprehensive understanding of the underlying genetics including performance and dynamics/trends.”

For more information on SeedMatrix, contact Mark Holland at mark.holland@contextnet.com.

###

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 hundreds of industry and subject-area experts.