



Turf and Forage Research, Production, and Marketing Services

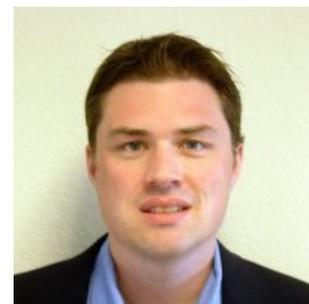
For Immediate Release

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Sam Cable Announced as Pure Seed's New Director of Forage Development

Canby, OR— Pure Seed is proud to announce Sam Cable as their new Director of Forage Development. Mr. Cable will make an immediate impact with his extensive experience and knowledge in the seed industry.



Before joining Pure Seed, Cable was with Barenbrug USA for over 7 years as their USA Export/Seed Positioning Manager. In addition, he spent several years as a Seed Broker—trading turf and forage seeds in both the United States and International seed markets. Sam has been involved with many seed associations in leadership roles such as his current role on the Board of Directors for the Pacific Seed Association. In the past he has served as chair of The American Seed Trade Association's Lawn Seed Division as well as both the OSA and PSA Legislative Committees.

Along with his strong background in the seed industry, he has several years of sales and marketing experience with organizations such as NBC-TV, San Francisco Giants, San Francisco 49ers, and Cars.com.

Sam has created many long-term relationships within the Oregon seed community and beyond, through his marketing and trading experiences.

In Sam's current position with Pure Seed he is in charge of the company's forage program both domestically and abroad in markets such as Canada, Mexico, China, India, Saudi Arabia, Australia, South Africa, Japan and other Pacific Rim countries.

Sam is based in Oregon and can be reached via email at Sam@pureseed.com.

About Pure Seed

Pure Seed is recognized as one of the world's leading innovators in the grass seed business in researching, marketing, producing and bringing to market proprietary turf and forage grasses. The company also focuses on seed services such as coating and packaging. Pure Seed was originally established in 1970, and is located in Canby, Oregon.

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Pure Seed

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