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Millborn Seeds acquires Luhrs Certified Seed, expands production capability in Western Plains

(BROOKINGS, SD, Monday, March 11, 2024) – Millborn Seeds, a seed company dedicated to enriching land and lives for more than 37 years, is continuing their focus on being visionaries in the seed industry by expanding their footprint through the acquisition of Luhrs Certified Seed in Imperial, NE. Millborn focuses on creating an integrated supply chain to deliver more than 1,200 species of seed solutions to farmers, ranchers, and landowners in all 50 U.S. states and abroad. Millborn’s expansion into Imperial, NE will create increased accessibility of diverse seed solutions throughout the Western Plains and all North America.

“Millborn aligns well with our goals and values at Luhrs, so we knew Millborn was the right fit,” says Tom Luhrs, owner of Luhrs Certified Seed. “We want to improve the seed supply chain for all producers, and that’s what Millborn is all about.”

Located in Imperial, NE, Luhrs Certified Seed is positioned in the heart of the Western Plains. They have exceptional seed production facilities, including two cleaning lines and large processing capacity. This makes the company an ideal fit for Millborn, who continues to invest in equipment and facilities that move the seed industry forward.

“Millborn’s goal is to create an integrated supply chain and provide the highest quality seed products for our customers. The addition of Luhrs Certified Seed allows us to reach farmers, ranchers, and dealers in the Western Plains faster, and with the highest quality product,” shares Matt Fenske, CEO of Millborn. “We’re excited to add the Luhrs personnel to our team and get involved in the Imperial community,” he adds.

This acquisition will allow Renovo Seed, the go-to-market brand of Millborn, to expand their distribution network into the Western Plains, as well. Shannon Kubik, Brand President at Renovo Seed, says the new facilities will improve accessibility of diverse seed options for farmers and ranchers.

“Renovo Seed is committed to making forage, cover crop, and conservation seed easy to access and simple to use on farms and ranches across the country. The Luhrs facility in Nebraska will allow us to serve our customers and dealers in the west even better,” Kubik shares.

For more information about Millborn, visit www.millbornseeds.com. To learn more about Renovo Seed and their product lineup, visit renovoseed.com.

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About Millborn

With high-quality seed products, a unique, vertically integrated supply chain, and a team of experts who understand the industry, Millborn is the single source for agriculture, conservation, reclamation, and commercial seed needs. For more information, visit MillbornSeeds.com.



About Renovo Seed

Renovo Seed enters the seed industry as a visionary in positive land use solutions. Backed by Millborn's powerful supply chain, Renovo Seed works to improve the resiliency of the land for generations to come with a robust seed lineup and unmatched team of experts who design practical, tailored solutions for farmers, ranchers, and landowners. For more information, visit RenovoSeed.com.