



FOR IMMEDIATE RELEASE

## **Dan Dall Brings Decades of Crop Expertise to LCS**

**The new regional commercial manager for the Central Plains has a degree in agronomy and a passion for wheat**

Wichita, Kan., August 16, 2022 – Dan Dall has joined the Limagrain Cereal Seeds (LCS) team as the Central Plains regional commercial manager. A Kansas native, Dall has always felt at home in the field.

“My family didn’t have a farm, but I grew up farm-adjacent. I always gravitated toward the farm kids,” says Dall. When he went to Kansas State University with plans to major in biology, he felt that same pull toward agriculture. “I had to take some agronomy classes to fill graduation requirements, and once I got in those classes, everything clicked.”

Dall changed majors and never looked back. After school, Dall used his agronomy knowledge to build a career in chemical and seed sales — helping farmers maximize their returns for a range of crops.

“Soybeans, corn, sorghums, sunflowers, cover crops and, of course, you can’t be in South Central Kansas and not work with wheat,” says Dall. “Wheat has been a constant, whether I was selling chemicals for it, putting soybeans or another crop behind it, getting corn off in time to get wheat in, or selling certified wheat seed.” He also managed agronomy operations for companies along the way.

All told, Dall brings 23 years of focused ag expertise to LCS. He enjoys traveling and has already started exploring a territory that includes Kansas, Nebraska, Oklahoma, Colorado, Texas and New Mexico. Seed dealers and farmers have been very welcoming.

“I probably look at things a little differently than somebody who’s not an agronomist, and I think that will help farmers down the road,” says Dall, who is excited to be working with Senior Wheat Breeder Dr. Marla Barnett to help drive the future of wheat in the region.

“Dan is a great fit for the Central Plains team,” says Barnett. “His extensive knowledge of wheat seed and farming practices will help growers make informed choices for their acres.”

And, says Dall, the choices are impressive: “LCS has such a good portfolio for this area, and they’re not slowing down. Not to mention CoAXium, which brings herbicide tolerance to help with grass weed species in wheat.”



Dan Dall, LCS Regional Commercial Manager for the Central Plains

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### **About Limagrain Cereal Seeds**

Limagrain Cereal Seeds (LCS) is a cereal breeding operation dedicated to developing new wheat and barley varieties bred expressly for farmers' climates, soils and growing conditions. LCS is a division of Group Limagrain, a farmer's cooperative established in 1965 with cereal breeding programs in every area of the world wheat and barley are widely grown. Through the exchange of elite Group Limagrain germplasm across six continents, LCS gives U.S. farmers access to the best genetics in the world. LCS combines modern technology with traditional principles of sustainable agriculture, allowing the company to bring varieties to market in nearly half the time of conventional breeding.

Please visit [LimagrainCerealSeeds.com](http://LimagrainCerealSeeds.com)

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