



# Limagrain Field Seeds

## PRESS RELEASE

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### **60 Years of LG: A Farmer's Brand Growing with Farmers**

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I have just joined Limagrain Field Seeds, and in my first weeks as Global Brand Lead, one thing has become overwhelmingly clear — LG is not just another agricultural brand. LG is a farmer's brand in every sense of the word. It was created by farmers, shaped by farmers, and is guided every day by those who live and breathe agriculture.

And now, in 2025, LG Brand turns 60 — a milestone that reflects six decades of trust, innovation, and partnership. But this anniversary is not just about celebrating the past. It's about the farmers who built this journey, the ones who continue shaping it today, and the next generation who will take it forward.

#### **Born From Farmers, Guided by Farmers**

Before stepping into this role, I knew that LG Brand was part of Limagrain, a cooperative founded by farmers in Limagne Val d'Allier, France, in 1965. But what I didn't realize was just how deeply this farmer-led model defines everything LG does.

Limagrain is owned by 1,300 farmers, and 14 out of 15 board members are active farmers. Every seed variety developed, every investment in research, every strategy put in place — it's all shaped by the people who work the land themselves. Farmers are not just customers — they are the foundation of the LG Brand. This farmer-first mindset is why LG has remained trusted in 77 countries for six decades. It listens, it adapts, and it puts farmers first in everything it does.

"The story of LG is the story of farmers," says Régis Fournier, CEO of Limagrain Field Seeds. "It began with LG 11, a maize variety that transformed fields in Northern Europe. Over the decades, the brand has grown into a global symbol of progress, but our mission remains unchanged: to serve and grow together with farmers."

#### **Crops as Diverse as Farmers' Fields**

One of the first things I realized about LG Brand is how well it understands the reality of farming. No farmer grows just one crop, and no two regions have the same challenges. That's why LG's portfolio is as diverse as the farmers who rely on it.

With four global crops — corn, wheat, sunflower, and oilseed rape — LG Brand provides the backbone of agricultural productivity. But farming is never one-size-fits-all. That's why LG also offers a range of tactical crops, including barley, soybean, millet, rice, and pulses, each tailored to specific regions and climates. From drought-tolerant maize in Africa to high-yield wheat in Europe or specialized rice varieties in Asia, LG Brand meets farmers where they are, ensuring they have the right tools to grow sustainably and profitably.



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This balance of global expertise and local adaptation is what makes LG a partner farmers trust season after season.

### **Innovation for a Better Tomorrow**

One thing that struck me in my early days here is LG's relentless drive for innovation. But here's what makes it different — it's not innovation for the sake of technology. Every advancement has one goal: to serve farmers better.

Backed by 61 research centres worldwide, Limagrain Field Seeds reinvests a significant part of its annual turnover into R&D, ensuring that LG delivers the best genetics, seed treatments, and digital tools. This includes biostimulant treatments like Starcover® in Europe and digital solutions like Agrility®, designed to help farmers maximize yield while using fewer resources. You understand it now, at LG sustainability is not a trend—it's a responsibility. The goal is to support farmers in producing more, while preserving the land and the environment for future generations.

### **A Celebration of Farmers Around the World**

As I step into this role, what excites me most about this anniversary is how we will celebrate it. LG's 60th anniversary isn't just about looking back — it's about honouring the farmers who made this journey possible.

Across the world — from Brazil to China, from South Africa to Denmark — we will bring together farming communities to share their stories, explore new technologies, and strengthen the connections that define LG. "This celebration belongs to every farmer who trusted us, grew with us, and made LG Brand a part of their story," says Régis Fournier.

As I step into this journey with LG Brand, I am inspired by its past, proud to be part of its present, and excited for its future. So today, let's celebrate this special birthday — a brand created by farmers, led by farmers, and used by farmers.

To learn more about LG's journey, visit: [www.lgseeds-europe.com](http://www.lgseeds-europe.com)

### **Ends**

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