



# Trelay ... Seeds ...

## **The History of Trelay Seeds**

For over 100 years, Trelay Seeds has been fostering and maintaining partnerships with farmers by offering them the seed, service, solutions and support they need to grow a successful crop. It started with a young man's knack for seed...

In 1906, Elmer Biddick sold his first, hand-shelled bushel of seed corn in Livingston, Wisconsin. Hybrid seed corn didn't yet exist, but young Elmer instinctively appreciated good seed corn. As hybrid seed corn was introduced, Elmer recognized its incredible potential. He grew his business by believing in the hybrids he developed and by fostering partnerships with his customers.

After World War II, Elmer invited his son Roger Biddick to join what had become Trelay Seed Company. Roger added a cattle enterprise and continued building the company's relationships with customers. If a customer could only manage to settle a bill by paying with corn or cattle, Elmer and Roger graciously accepted it. They were recognized by customers as genuine business partners. Roger eventually took the lead of Trelay, but Elmer remained active until 1980.

By the late 1960s, Brad Biddick, Roger's son and Elmer's grandson, joined the Trelay team. Despite the challenges of the 1980s, Brad worked hard to grow Trelay's business and maintain its reputation as a seed company focused on helping farmers make the best decisions for their farms. Brad spent several years perfecting Trelay's seed production capabilities and started Rural Route 1 Popcorn Company as a way to diversify the farm. He took over as president of Trelay when Roger retired in 1985.

Similar to Elmer's experiences with hybrids, Brad trusted his intuition that biotech traits were going to change the seed business, so he redefined the way Trelay marketed biotech seed products. He transformed Trelay into a seed marketing company, and created an alliance with several other brands to sell trait seed products.

In 2005, Trelay joined Monsanto's American Seeds, Inc. as a partner. As a result, Trelay has been able to offer farmers world-class genetics and trait technology which has improved yield potential far beyond what Elmer could have imagined.

Under the current leadership of Jason Biddick (Brad's son), Trelay continues to foster genuine partnerships with farmers throughout Wisconsin, Minnesota, Iowa and Illinois. The Trelay family has grown to a 22-person team of expert seed professionals who share Elmer's timeless philosophy of working hard for farmers and their communities, offering them the best solutions, always being accessible and enthusiastic, and honoring farmers' loyalty.