

S&W**Alfalfa News**

Mark Grewal, CEO of S&W Seed Company

World's Only Salt Tolerant Group 8 Dormancy

SW 8421S Alfalfa Now Available Commercially

We're excited to announce the commercial launch of our newly certified alfalfa variety, SW 8421S. This Group 8 dormancy salt tolerant alfalfa was developed for important hay-growing areas within California, Arizona and Latin America.

SW 8421S will provide farmers with high tonnage yields of quality alfalfa on both salty soils and non-salty soils in warm climates. SW 8421S hay tonnage yields are competitive with non-salt tolerant alfalfa, but, unlike the competition, yields stay high when salty irrigation water is used. In university tests at UC Davis Kearney Center in Parlier and University of Arizona, Tucson, SW

8421S grew 18% more hay than the benchmark CUF 101 variety. When compared to another benchmark variety, "Salado," SW 8421S was one of the highest yielding salt tolerant alfalfas ever certified, of any dormancy, and yielded 32% more hay with non-salty irrigation water.

"Producing higher hay tonnage is the key to putting more money in the farmers' pockets. SW 8421S will help you grow high quality hay with low quality ground or water, and is also superior for ground or water that doesn't have salt. We expect it will sell well in the many geographical areas where Group 8 dormancy is the norm" says CEO Mark Grewal. SW 8421S joins proven favorites SW 9720 and SW 9215 in our lineup of high yielding, high quality and also salt tolerant varieties. For more information contact Mark Grewal at 559-281-1838.

S&W Seed Company Goes Public

Launches National Ad and Awareness Campaign

Founded in 1980, S&W Seed has now become a publicly traded company. On May 7, 2010, the Company completed its Initial Public Offering (IPO), raising gross proceeds of \$15.4 million and shares of S&W seed commenced trading on the Nasdaq Capital Market (ticker SANW). Portland, Oregon-based Paulson Investment Company served as the lead underwriter and Feltl & Company of Minneapolis was the co-underwriter.

On June 24, S&W announced that it was launching its very first campaign aimed at educating industry and investors on its leading alfalfa varieties, seed cleaning and processing capability

and efforts to grow stevia leaf in California. The company engaged two professional agencies, Shea-Campbell & Associates, a marketing communications agency specializing in agricultural and horticultural industries and Elite Financial Communications Group, a corporate and shareholder communications specialist.

S&W is the only U.S. based "pure-play" seed company currently trading on the U.S. markets. Management is optimistic that investors seeking to participate in the agricultural industry will give due consideration to S&W's shares. Interested in investing in S&W's future growth? Talk to your financial advisor or contact Dodi Handy at Elite Financial Communications Group to receive an information kit. (Phone: 407-585-1080; Email SANW@efcg.net)





SW 9720 germinated in soil with an EC of 27.8 (60% of ocean sea water) in the top 1½ inches of the seed bed.

S&W's Salt Tolerant Varieties have Proven Results for Yield and Quality in Marginal Soils.

It's difficult to imagine, but there are a couple of alfalfa varieties that can actually produce yields in sub-prime soils that are comparable to alfalfa grown in ideal soils. S&W 9720 and SW 9215 are salt tolerant, hardy and capable of tackling marginal soils. Years of independent university trials have backed the claim.

"We're constantly improving the salt-tolerance of our seeds while maintaining high performance and resistance to at least six major pests and diseases," says Bob Sheesley, S&W's chief plant breeder

for the past 20 years. "Our work is backed by extensive independent field testing in commercial fields, under challenging growing conditions often encountered by growers.

SW 9720 topped the Non-Dormant Alfalfa Salinity Trials at the USDA Salinity Laboratory (Riverside, CA) and at UC Davis. SW 9720 is in the top group of yielding varieties at the UC Imperial Valley and University of Arizona Maricopa Yield Trials. Both 9720 and 9215 are 9-dormancy varieties. Regain use of your marginal fields with S&W. Over the life of a stand, S&W salt tolerant varieties just might be worth their weight in salt, not to mention their weight on your bottom line. For more information regarding salt tolerant varieties call Bob Sheesley. 559-217-1506.



S&W and PureCircle Pursue Commercial Production of Stevia in California

PureCircle, the world leader in stevia leaf processing, has teamed with S&W Seed Company to trial new varieties of stevia plants to be grown in California. Currently, PureCircle sources stevia from fields in China, Thailand, Paraguay, Kenya and Indonesia.

According to Dorn Wenninger, PureCircle's corporate vice president of supply chain, "We're committed to sourcing stevia in areas as close to our customers as possible. Our agronomists are sharing best practices from our operations in Asia, Africa and South America with S&W Seed Company as we work together to provide large scale volumes of stevia leaf for American consumers."

Stevia is the source for an all-natural sugar substitute, known as Reb-A, being used by US food

and beverage manufacturers to sweeten new products. Up to 300 times sweeter than sugar, stevia has no calories, no carbohydrates and a zero glycemic index which makes it a great natural alternative to sugar and chemical sweeteners. Coca-Cola is now using stevia in Sprite Green, Vitaminwater Zero and Powerade Play. PepsiCo uses stevia derivatives in Trop50, SoBe Lfewater Zero and G2, a Gatorade extension. It is also in some Minute Maid teas and Odwalla juices and smoothies.

Stevia produces best where there is a long growing season, minimal frost, high light intensities and warm temperatures. The plant is not adapted to water stress or saline conditions. Stevia will grow well on less acid to neutral soils with a pH of 6.5 to 7.5. Depending on climate conditions, stevia is harvested three to six times each year over a six year plant life. For information call Grover Wickersham at 415-601-1111.



S&W's Seed Processing Plant Adds Capacity

S&W has recently modernized its facilities at the Five Points location and can handle additional alfalfa and grain cleaning processing. There are now three separate cleaning lines for wheat, alfalfa seed and small grains. "We now have the capacity to keep these lines even busier," says Dan Karsten, Vice President of Operations with S&W Seed Company. "Currently we're processing RSI wheat, barley and other seed. With this increased capacity and efficiency, we can expand our customer base."

A number of improvements have streamlined the process. By elevating the grain once and allowing gravity to move product through processing, efficiency is improved and costs are reduced.

Receiving has also been improved. "We have the ability to unload trucks faster than our competitors," Karsten says.

The entire process is traceable. Lots are identified by year, by variety and by grower. Labeling allows transparency throughout the marketing chain, providing quality assurance and the ever-important edge in an increasingly competitive marketplace.

Perhaps the most important factor in the success of S&W is the experienced and dedicated employees. In addition to the foreman who has managed the facility for two decades, seasonal staff routinely return year after year, drawn by the company's work philosophy and commitment to clients as well as their staff. Dan Karsten can be reached at 559-579-9211.

