

SeedQuest® News section

Nu-Gro and Pickseed sign supply agreement

Brantford, Ontario
July 3, 2002

[The Nu-Gro Corporation](#) (TSE-NU) announced today that it has signed an agreement with [Pickseed Canada Inc.](#) to combine their respective expertise to maximize the sales of grass seed in the Canadian consumer market. Prior to finalizing this agreement Nu-Gro increased its ownership in EroGreen Seeds, Inc from 70% to 100%.

The transaction includes a long term supply agreement under which Pickseed will source raw materials and package grass seed products at its Lindsay, Ontario and Sherwood Park, Alberta facilities. The transaction also includes a license to use the Pickseed. and Oseco. brands. Nu-Gro sales are expected to increase by \$4 million in fiscal 2003 as a result of this transaction.

Nu-Gro is Canada's leading seller of packaged consumer lawn and garden products. Popular brand names include CIL®, Wilson®, Vigoro®, So-Green® and Green Earth®. "Nu-Gro's customers will benefit from combining shipments of grass seed with other product lines and from one source for in-store merchandising in the lawn and garden category", said John Hill, Nu-Gro's President and CEO.

Pickseed is a leading North American enterprise in the research, development, production, distribution and export of forage and turfgrass seeds. "We are enthusiastic about combining the brand marketing and distribution strengths of Nu-Gro with the research, development and production strengths of Pickseed", said Rob Clark, President of the Pickseed Companies Group.

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