

Joint Statement from Barenbrug and Selected Seeds


18th November 2022

To our valued Growers and Customers

We wish to advise that Barenbrug Australia and Selected Seeds are in the process of discussing a potential business transaction. Both parties see value in combining the strengths of each business, and the intention is that Selected Seeds will continue to operate as it is today and to operate as a stand-alone brand both in Australia and in international markets.

The discussions are not yet finalised, and as such there is no guarantee that a transaction will occur. We will keep staff, growers and customers informed about the progress.

Yours sincerely



Toby Brown

Managing Director – Barenbrug Australia