



Breeding Scientific Innovations, Harvesting Commercial Breakthroughs

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**Ag Innovation Showcase
Celebrates Another Record Success**

St. Louis, June 2011 – With more than 270 attendees from Brazil, Australia, the Netherlands, India, Malaysia, and across North America, the third annual Ag Innovation showcase, May 23 and 24, at the Danforth Plant Science Center in St. Louis, MO, continued to build on the success of the first two Showcase events.

Keynote speakers focused on significant challenges and opportunities that ag leaders are addressing across the globe – alternative energy, food shortages, globalization of markets, climate change. Dr. Jason Pyle, CEO of Sapphire Energy, provided in-depth perspective on the world's looming energy difficulties and the potential for a largely unused plant – algae – to play a major role in finding solutions; Greg Lucier, chairman and CEO of Carlsbad, California-based Life Technologies, addressed how technologies the company has introduced for sequencing the human genome can also be used to study and advance agricultural biology; and Paulo Rabello de Castro, chairman and principal partner of SR Rating, Brazil's first credit rating agency, as well as managing partner of RC Consultores, explained that Brazil is amply ready to meet the predicted global shortfall in food commodities as it embraces agricultural technology.

The third annual Ag Innovation Showcase also featured a robust schedule of panel presentations designed to stimulate discussion on a wide variety of topics. One example, an Economic Forum, delivered a compelling message about how private industry, governments and social welfare groups must move quickly to invest in agricultural science, rural farming and infrastructure in all regions across the globe, to mitigate the evolving spiral of exploding population growth, climate change, falling crop yields and higher demand for meat and dairy that is putting world agriculture under tremendous pressure.

Another panel not only explained how the newest tools in plant genetics will lead to faster commercialization and longer-term disease resistant crops, it also had some crucial advice for the coming generation of scientists and entrepreneurs: biotechnology graduates must be able to work across multiple disciplines to be competitive in today's research environment.

In addition to keynote speakers and panel discussions, 16 entrepreneurial companies chosen from a large group of applicants made presentations demonstrating how their technologies are driving innovation in developing sustainable solutions in agriculture. Company presentations were scored on several factors including evidence of market opportunity, business model and management team, as well as overall presentation style and content.

Alison Sunstrum, Co-Chief Executive Officer of GrowSafe Systems, Ltd., one of the presenting companies, was honored with the Ag Innovation Showcase's Green Lab Coat award for excellence among emerging entrepreneurial companies. Based in Alberta, Canada, GrowSafe Systems, Ltd.'s team of multi-disciplinary engineers and scientists develop intelligent systems that automatically measure biometric and environmental inputs in livestock production environments. Systems continuously monitor individual animal health and performance status.

Regarded as the leading global event for agriculture's industry leaders, entrepreneurs, venture capitalists and investors, the annual two-day program offered participants a platform for dialogue and discussion, as well as deal-making across the spectrum of "ag-bio", food and nutrition, biofuels, sustainable materials, clean-tech, information technology and animal health. Based on previous event experience, attendees will remain in touch and develop on-going business relationships with many of the early-stage companies that presented.

About the Ag Innovation Showcase

Established in 2009, the Ag Innovation Showcase, held at the Donald Danforth Plant Science Center in St. Louis, MO, the largest independent plant science research institute in the world, is a joint effort of BRDG ("bridge") Park at the Danforth Plant Science Center (a research campus for plant and life sciences enterprises) and the Larta Institute, as well as a number of sponsors. More information is available at www.agshowcase.com