

<http://www.selectedseeds.com.au>
About Us

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Selected Seeds Pty Ltd was established by Mr Philip Smith at Biloela in central Queensland in 1970. The business was established to supply tropical pasture seed to the then rapidly expanding beef industry. In the period since the company has grown from very modest beginnings to operate throughout the world.

The company has continued to expand its core business of developing a complete range of new established tropical and sub-tropical pasture cultivars, which are protected by plant breeders rights (PBR).

Selected Seeds continues to be a family owned company, controlled by the founder Philip Smith. In his own words "the greatest asset in our company are the people. Through their industry expertise, hard work and dedication we have continued to develop a company which prides itself on being the leader in its field of business".

Selected Seeds has been operating in the tropical pasture seeds market both domestically and on the export market since 1970, during which time the company gained a reputation as one of Australia's leading domestic and export suppliers of tropical and sub-tropical pasture seeds. In conjunction to this established market Selected Seeds have been involved in the production, storage, processing and marketing of pulses since 1983.

Through its involvement in these research and development programs and through access gained to plant breeding rights (PBR), Selected seeds will benefit from ownership of the PBR's for up to 20 years into the future. The market, whether domestic or export, is always looking for new and improved seed products. Selected Seeds recognises this and will continue to develop new cultivars to meet the needs of its customers. They will also continue to seek protection through plant breeders rights, branding and trademarks to gain advantage over competitors.

Pittsworth : Selected Pulse Foods Pty Ltd

Pulse foods operates the largest "diverse" splitting plant in Australia and the only one of its kind built to process mungbeans. The plant is capable of producing chanadahl, split faba as well as mungdahl.

- * Pulse splitting plant;
- * On-site storage facilities; Domestic and export distribution.

Rockhampton : Selected

Seeds
Pittsworth : Selected Seeds

Retail outlet for pasture and forage

seed;
outlet for pasture and forage seed

Grass seed

mixing;
outlet for pasture and forage seed

Grass seed mixing

Seed scarifying (to break seed dormacy);

Tropical pasture seed purchasing office;

Domestic grower support services

Domestic and export distribution.