



AG ALUMNI SEED

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Craig Anderson Named President and CEO of Ag Alumni Seed

The Ag Alumni Seed Improvement Association of Romney, Indiana, has appointed Craig Anderson as its new President and Chief Executive Officer. Anderson succeeds Jay Hulbert, who is retiring after leading the organization through years of growth and innovation.

“We are excited to have Craig joining Ag Alumni Seed,” said Jay Hulbert, outgoing President and CEO. “His extensive experience in the seed industry, strategic leadership, and deep understanding of growers’ needs will be a tremendous asset as we continue to build on our strong foundation.”

Anderson brings decades of experience in the seed industry, with expertise in business strategy, sales, marketing, and operations. Most recently, he served as Chief Operating Officer at Dryland Genetics, where he designed and implemented a fully integrated seed company model for proso millet, driving market expansion through a streamlined go-to-market approach and strong grower relationships.

Prior to that, Anderson held key leadership roles at AgReliant Genetics, serving as LG Seeds Brand Manager, Vice President of Operations, Vice President of Sales & Marketing, and Chief Operating Officer. He oversaw strategic acquisitions, drove market share growth, and implemented capital investments that improved operational efficiency.

“I’m excited to join Ag Alumni Seed and look forward to working with the team, our partners at Purdue University, and our business collaborators,” said Anderson. “Ag Alumni Seed has a strong legacy of innovation in the seed industry, and I’m eager to explore new opportunities that will drive future growth and success.”

The Ag Alumni Seed Improvement Association was established in 1938 as a not-for-profit foundation seed association with the mission of taking seed varieties developed at Purdue University, building up inventories, and making advanced genetics available to farmers. Today, Ag Alumni Seed focuses on the research, development, and marketing of popcorn seed for domestic and international markets, as well as contract seed production, conditioning, and a private label licensing program. In addition to popcorn seed, the company works on advanced trait development with researchers at Purdue University.

Anderson’s leadership marks the beginning of a new chapter for Ag Alumni Seed as the organization continues its commitment to innovation and service to the agricultural community.