



For Immediate Release

## Horizon Ag Field Day Showcases Season Outlook and New Variety Potential

**With new Provisia® varieties and a grower-first focus, Horizon Ag outlines its vision for Southern U.S. rice.**

MEMPHIS, TN (June 30, 2025) – Before gearing up for a busy harvest season ahead, more than 100 growers and industry leaders gathered at the recent Horizon Ag Louisiana Field Day at Richard Farms in Kaplan to discuss the outlook for the 2025 season and share enthusiasm for new rice variety advancements.

Despite a wet start to the season, Louisiana’s rice crop is shaping up to exceed expectations, thanks to improving field conditions and proactive grower management. “We had quite a few acres in the ground early, then got hit with some serious weather — heavy rains that created a number of issues,” said Corey Conner, Horizon Ag District Field Representative. “Weed pressure has definitely been higher this year, but as the season has progressed, things have stabilized, and fields are looking good.” Disease pressure, particularly from sheath blight, has remained low in much of the region.

Conner is also seeing more growers using early nitrogen starter programs and making timely applications at the two-leaf stage — a shift that’s having a noticeably positive impact. “Overall, I’d say this is an average to above-average crop,” Conner added. “If conditions hold, I think we’ll be pleasantly surprised at what we see come harvest.”

Two new Provisia® long grain varieties – **PVL05 and PVL06** – were a key focus of the field day.

**PVL05**, an early-maturing, semi-dwarf long grain variety developed at the LSU AgCenter, shows potential for higher yield stability.

“I expect PVL05 to outperform PVL03 overall, specifically in environments where we’ve seen yields drop off in PVL03 some years,” said Dr. Adam Famoso, LSU Associate Professor and AgCenter rice breeder. “We’re hoping for more consistent performance based on what we’ve seen in testing.”

Both Horizon Ag and LSU continue to monitor **Cercospora tolerance**, a key focus in ongoing variety development.



**PVL06**, an early-maturing, conventional-stature **Provisia**® long grain variety developed by the University of Arkansas System Division of Agriculture, is showing standout performance in multi-location Southern trials.

“This line has been one of the best in the pipeline,” said Dr. Tim Walker, CEO of Horizon Ag. “The variety has consistently outperformed PVL03 and PVL04 across a wide range of Southern rice trials, showing impressive yield potential, earlier maturity and a slightly taller plant height.”

Walker added, “Ratoon is also important in this area. PVL06 in very limited observations has shown very good ratoon potential. We will proceed with caution regarding the ratoon potential, but we’re optimistic.”

While data on ratoon performance is still limited — especially for varieties developed in Arkansas — Horizon Ag plans to place seed in key areas to better understand its potential. One watch-out for growers: PVL06 does not contain the *Pita* gene for blast resistance and should be managed accordingly. Overall, PVL06 reflects Horizon Ag’s commitment to launching high-performing varieties that deliver value across diverse growing conditions.

In closing remarks, Horizon Ag leaders emphasized the company’s long-standing commitment to supporting rice growers through innovation, service and sustainable growth.

“It’s why we do what we do and what drives us every day: ensuring the U.S. rice industry continues to flourish,” said Jason Satterfield, Horizon Ag Director of Sales. “As we grow and invest in the future of rice, we’re constantly asking how we can bring more value to more growers. That means having the right people in the right places, and making sure high-quality seed is in the hands of those who need it.”

Dr. Walker echoed that message in his address to attendees, underscoring the need for resilient genetics and strategic partnerships in a shifting marketplace. “We’re facing real headwinds in this industry — weather, disease pressure, shifting markets — but we also see the path forward, and it starts with genetics,” said Dr. Walker.

He added, “You can’t be sustainable unless you’re viable. At Horizon Ag, we’re investing for the long haul — not just in our varieties, but in the people, the partnerships, and the places that make this region special. We’re proud to be part of the Louisiana rice industry and committed to growing with it. This isn’t just business for us — it’s personal, and we’re here to stay.”

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Photo caption: A large crowd gathers at Richard Farms

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