

**GROWER FIELD DAY ON LESQUERELLA, "PRINCESS OF NEW CROPS"**  
*Exclusive opportunity for farmers to see this crop firsthand*

**Thursday, April 19<sup>th</sup>, 2007**

**9 am until 12 Noon**  
**Lunch provided**

Maricopa Agricultural Center  
University of Arizona  
USDA-ARS US Arid Land Agricultural Research Center  
21881 North Cardon Lane, Maricopa, AZ 85239

Demand is high from multiple domestic and international industries for the new specialty oilseed crop, lesquerella, dubbed the "princess of new crops." Lesquerella oil has the potential to replace imported castor oil, currently used in everything from cosmetics to lubricants. Unlike other oilseed crops, lesquerella is also valued for its gum, which can be used as a thickener in various industrial and food products, much like xanthan gum.

"Lesquerella has huge potential and a large number of companies are interested," says Dr. David Dierig, a USDA-ARS research geneticist in Maricopa, Arizona, who has been working on lesquerella his entire career.

"This crop offers a significant opportunity for growers," says Andrew Hebard, president and chief executive officer at Technology Crops International, who is currently seeking qualified farmers to grow the crop this fall. "Lesquerella will be priced on contract and will provide growers with higher returns than are traditionally earned on commodity crops."

Come see this winter oilseed crop in full bloom and learn more about the opportunities it offers to growers. Agronomists will be on hand to answer your questions.

Interested growers should RSVP no later than Wednesday, April 18<sup>th</sup> to Dr. David Dierig at (520) 316-6360, or via email at [ddierig@uswcl.ars.ag.gov](mailto:ddierig@uswcl.ars.ag.gov). A free lunch will be provided.