

A Reliable Supplier

Pioneer Products Can Fill The Needs Of Farmers

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Pioneer Hi-Bred showcased its expertise as a reliable supplier of technology both in corn and soybeans at the Pioneer Hi-Bred Field Day in Union City, Tenn., recently.

This is the entry level year for the Y products. The seeds were planted on local farms in 2008, so 2009 will be the first year for selling these in volume.

“Presently, our production acres in the mid-south look very good, he said.

“We’re at a point in the growing season where



Greg Wichman (left), Business Director for the Southern Business Unit of Pioneer, is joined by Danny Willis, corn, and wheat farmer from Newbern, Tenn., and Green Smitheal, corn and soybean farmer, for a chat between programs at the Pioneer Hi-Bred Union City Field Day. Both producers are from Dyer County.

Photo by John LaRose

“The real technology needs on corn for the southern farmer have been the double stacked technology with herbicide and insect resistance,” said Greg Wichman, business director for the southern business unit of Pioneer headquartered at Huntsville, Ala. “This center develops corn hybrids for a significant portion of our market in the south – principally the mid-south and delta regions. We’re excited to view all these technology conversions we have across our line up, coupled with excellent supplies to cover grower demand. There’s a small volume of triple stack needed to curb corn rootworm, and we feel we have the right portfolio of products to address those needs for the growers in the mid-south.

“The other very exciting piece for us to share today is our new technology on soybeans,” he added. “The Y Series have been developed using a new proprietary type technology, what we call AYT, or Accelerated Yield Technology.”

He explained that’s a combination of the molecular marker technology which Pioneer has been using since 1994, plus novel approaches for trait integration to select the high yielding genes from its elite germ plasm and being able to create another variety from that.

“We’ve got a line-up of those Y series products here that will cater to the mid-south farmer,” Wichman added.

our researchers can actively evaluate many of these products visually for agronomic and physical attributes,” Wichman continued. “So far it’s been thumbs up, they’ve been pleased.”

Still, the yield will tell the final story.

“That’s right, things can look good in the field, but they have to deliver yield performance.”

Good yields have been reported in Georgia where over 200 bushel corn was harvested from irrigated fields. Drought technology in corn looks promising, according to Wichmann.

“We’ve been very fortunate as a company to have selected hybrids in the past with good drought and heat tolerance,” he said. “Now, we can couple that effort with a transgenic event to improve upon an already strong breeding program focused on drought tolerance. We have some products early in the research phase that look very strong. We’re still several years away from that seed being in a yellow and white bag for commercial release, but the key is we’re on a solid track. We’re looking at a commercial release within 5 years.”

The final message is that Pioneer is going to be a reliable supplier of corn and soybean seed.

“We have the knowledge to position our products correctly, field-by-field,” Wichmann said. “Our products have been bred exclusively for southern environments, and we have more options when it comes to technology.” Δ