

All In One Bag

Pioneer Hi-Bred Products Integrate Refuge Requirements In A Single Bag



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Photo by John LaRose

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DuPont received two U.S. Environmental Protection Agency (EPA) registrations for products to help maximize corn yields, simplify regulatory compliance for growers and help preserve in-plant insect protection technology.

The company received approval for Optimum® AcreMax® and Optimum® AcreMax® Xtra insect protection for corn. Both products integrate all of a Corn Belt grower's refuge needs into a single bag.

"We are excited to offer corn growers the broadest line-up of simplified, integrated refuge products in the industry," said Paul E. Schickler, president of Pioneer. These products will help growers maximize corn yields and preserve valuable in-plant insect protection for the future, he added.

"Our business approach is to work closely with growers to understand their individual needs and help maximize productivity by placing the right product on the right acre," Schlickler said. Optimum® AcreMax® and Optimum® AcreMax® Xtra products further expand our offerings of new insect protection control solutions to benefit U.S. corn growers and deliver on that commitment."

DuPont Seed Business Reports Gains

DuPont also confirmed its seed business is de-

livering another year of positive financial performance, including in North America where it reports share gains in corn and soybeans.

Based on USDA data, Pioneer added a solid 1 point share gain in North American corn and 4 points share gain in soybean, further demonstrating the value of Pioneer® genetics and services. These results mark multiple years of share gains in both crops.

Looking to the future, the company plans to leverage new research facilities and resources to expand routes to global markets. As world demand increases, Pioneer has responded through expansions, collaborations and through investments in local resources to work side-by-side with farmers.

Following harvest in 2011, DuPont customers reported solid harvest performance across North America. In a year of challenging growing conditions, Pioneer® brand corn seed leader products continued to demonstrate strong yields when compared to competitor products. In more than 60,000 comparisons of on-farm trials across the United States and Canada, Pioneer had an approximate 2.6 bu/ac advantage on average.

"Those results are strong testimony to our 'right product, right acre' approach to the marketplace," Schlickler summed. Δ

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