

Emphasis On Choice

Farmers Can Decide To Raise Their Crops As They Wish

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Choices was the main topic at the recent Pioneer Hi-Bred Field Day at Union City, Tenn. Lonnie Smith, Pioneer's business unit sales manager, explained the focus.

"The wonderful thing about today is it gives us an opportunity to visit with growers about something that's critically important to them," he said. "We talk about the products that they'll be planting as they go into the future, so it's a great place for us to really talk about new technologies, things that will be available to them in the very near future. It's also a wonderful opportunity for us to evaluate some of the growing crops that we have today and some questions of things they may be facing on their acres. Really, we're here to answer a lot of questions."

The program was built around the theme of assuring customers in the Southeast that Pioneer is very interested in them.

"We have breeding programs in the southeast, our products come to them more southern bred," Smith emphasized. "We also want them to know our interest is helping them produce a better crop and reduce their risk. So more often we will be making recommendations to them acre by acre. We think that every acre is as unique as every grower that we talk to."

He said the biggest thing for growers to know right now is there will be more choices.

"We certainly haven't gone singularly in one direction, so with Pioneer you've got choices;

first of all with some of the most stable and world renowned genetics," Smith said. "Then you have a whole suite of traits that give you some good options to be able to protect your crop until harvest. So I think one of the more



Photo by John LaHose
Lonnie Smith, Pioneer's Business Unit Sales Manager, emphasized choices as the focus of a recent field day.

exciting things is our AYT technology which is really going to bring a boost in soybean yields across the country through this new exciting technology. △