

Pioneer Committed To Getting The Right Product On Your Acre

HUNTSVILLE, AL.

Although it is hard to imagine with the summer heat beating down on us, harvest is just around the corner. As the combines start rolling through the fields it will be time to reflect on the decisions made during the spring planting season and start planning for next year.

Pioneer Hi-Bred is focused on helping their growers as they go through this process. Local area agronomists have identified “key environments” that are specific to their area. The agronomists then utilize data from their local observations to identify products that work well in the various environments in that geography. These observations are meant to help growers maximize their productivity.

“We have a wealth of data on our products,” said Kirby Wuethrich, Technical Services Manager with Pioneer Hi-Bred. “Our local observations and recommendations are what allow us to effectively work with growers to maximize the potential of Pioneer products on their operation.”

As harvest begins, growers can see clearly how the same product can perform differently in a different environment. The local classification provides an additional tool for growers as they start to plan for next year. The classification

should also help them to more easily identify products that will work effectively on their operation.

“Our agronomy team is committed to gathering the data throughout the growing season in order to classify our products,” Wuethrich added. “We want the information to be useful based on the needs specific to that geography.”

In addition to the key environment classification, growers can also see how suitable products are for various production practices or soil types from their local Pioneer sales professional. The significant factor in this process is the local information that goes into the classification.

“The local Pioneer team spends a great deal of time working with growers to see how Pioneer products are performing on their operation,” Wuethrich said. “In addition, we have a targeted approach to gathering data that is relevant to the geography and its practices.”

What does this mean for the grower? Pioneer Hi-Bred is committed to providing the best information possible to help growers make a decision they’ll be happy with once the combines start rolling.

When the Pioneer team is working with growers they are committed to better understanding what the growers needs are in order to help them get the right product on the right acre. Δ