

Pioneer Works With Growers To Position The Right Product On The Right Acre

With harvest quickly wrapping up, growers will have plenty of time to evaluate their 2010 crop. For many, 2010 was a tough year – hot, dry conditions made for some difficult growers conditions. So, what will 2011 bring?

Pioneer sales professionals are working with their customers to understand how products performed in 2010, but also take into consideration how products have performed in different growing condition and under different management practices in past years. Understanding the grower needs is a vital step for Pioneer sales professionals to be able to position the right product on the right acre.

Local area agronomists have identified “key environments” that are specific to their area. The agronomists 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.”

With harvest wrapping up, growers can see clearly how the same product can perform dif-

ferently in different environments. 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 that will benefit their operation.

The Pioneer team is committed to better understanding what the growers needs are in order to help them get the right product on the right acre. △



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