

# Right Product

*For The*

# Right Acre

*Pioneer Aims Product Development Toward Individual Environments*

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## JOHNSTON, IOWA

In a recent media event at Johnston, Iowa, Jerry Harrington, Pioneer Public Relations Manager, explained the progress made to introduce Optimum GAT, a herbicide resistant trait.

"Optimum GAT in soybeans is already approved in the United States," he said. "Our plans are to work on overseas approvals for our export markets. Our intention is to introduce this product in soybeans in 2013 or 2014."

Because the soybean export market is so important to the United States Pioneer doesn't want to interfere with the customers' ability to sell soybeans abroad.

"So we're not going to introduce Optimum GAT in soybeans until we're confident that there are enough overseas markets that will accept it," Harrington added.

Optimum GAT will expand choices for the soybean producer.

"It expands choices in terms of a herbicide resistance for glyphosate," he said. "In addition, it allows for the use of ALS herbicides. So it gives growers choices in terms of what herbicides they can apply on their soybeans."

Harrington said Pioneer intends to provide Optimum GAT in a broad number of varieties, while still marketing a small amount of conventional soybeans.

"Our intention also is to stack Optimum GAT with Roundup. What we've found is that that combination gives soybeans a yield boost and increases the broad number of choices that are available with Optimum GAT.

"The Optimum GAT trait with which we were working in corn didn't meet the high standards we have for traits in corn," said Harrington, "so we're reevaluating it and anticipate some sort of additional trait sometime later on in the decade."

Also speaking at the media event was Judd O'Connor, Pioneer Vice-President, Regional Business Director. He said the company has 3,000 researchers worldwide and 100-plus research sites in 24 countries on six continents.

He explained that the company's customer strategy, "Right Product, Right Acre," means understanding what the grower needs and focusing product development to meet those needs.

"For us 'Right Product, Right Acre' means understanding and bringing choices to the marketplace," he said. "North America is very big place, and we have some consistencies across this large marketplace. But from an agronomic and environmental situation there are differences among regions and we really work hard

to understand those differences. One result of this is local product advancement. In 2011, we will be introducing a new testing procedure called the IMPACT program. That stands for Managed Product Advancement Characterization and Training.

"IMPACT testing allows us to understand how our products work in local environments," he continued. "This program tells us how our technology, traits, and germplasm work in the very environments that farmers grow those products. For instance, we sell very different hybrids in northeast Iowa compared to southeast Iowa.



**Jerry Harrington, Pioneer Public Relations Manager, explained the progress made to introduce Optimum GAT, a herbicide resistant trait in soybeans.**

Photo by John LaRose

It's extremely important to our customers and it's extremely important to us to know how individual products react to targeted growing conditions. The result is that we are better able to put the very best products on those acres."

"This tests all our latest technologies to make sure we have good products before we bring those to our customer," he said. "The grower in Ontario doesn't care what's going on in Texas, but each of these growers do care about products that work in their individual fields."

Pioneer's effort is to bring the right products to the grower in Ontario, the right products to the grower in Texas and elsewhere throughout North America. △

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