

The Right Match

Pioneer Strives To Provide Products That Complement Specific Areas

BETTY VALLE GEGG-NAEGER

MidAmerica Farmer Grower

JOHNSTON, IOWA.

“Right Product. Right Acre,” was the theme for the Pioneer Media Event held recently on the Pioneer Campus in Johnston, Iowa. Pioneer is centering much of its focus on local areas and ways to meet the needs in the specific environments.

“I have yet to meet a farmer anywhere in the United States and Canada that says to me: ‘I want to plant the products on my farm that have the best national average,’” said Frank Ross, Pioneer’s Vice President and Regional Director North America. “They want to plant the product that will give them the best results on their farms, their fields and with their unique management practices. So what we have done the last few years is dramatically change our product advancement policy so we can deliver the right product for the right acre.”

He explained the company divided North America into seven business units in 39 areas. The areas decide which products to advance, which to retire and how they fit into the local area.

“We have a system we call IMPACT – Intensively Manage Product Advancement Characterization and Traits,” he added. “So over the next two years we will have 37 6- to 10-acre plots of products that were tested so farmers will know how they will perform in their environment. That’s really unique to the industry. We will bring growers and sales people through so they can see it and understand what the products will do on their farms.”

Frank Ross, Pioneer’s Vice President and Regional Director North America spoke recently at the Pioneer Media Event “Right Product. Right Acre.”

Photo by John LaRose

Ross also said the company realizes that to drive productivity it needs to

focus not just on research and development which is the cornerstone of the foundation.

“We also must make sure we have that right relationship in knowledge transfer,” he explained. “So in every one of those areas that we have business today we are adding agronomists who learn the farming technique for local areas so we can train people and understand how to improve the market technology we have. All of this is part of our service package.”

Dan Uppena, Pioneer’s senior marketing manager for technology launch, also addressed the group on the topic of drought tolerance. He said there’s a rather equal distribution of genes that affect drought tolerance both above and below ground.

“The rooting genes are the most logical ones because we know we can capture something fairly quickly, but the genes that affect silk emergence and reproductive efficiency in general have also turned out to be very productive. They are more complicated, but we also find those to be an exciting area for development,” he said.

Uppena said a combination of traits will be the

answer in drought tolerance.

“This trait is so complex that I can’t tell you a single gene that’s going to solve many of the problems of drought tolerance,” he added. “It’s going to be a combination.”

The company also reported on the solid product performance from on-farm field trials in the 2009 planting season.

In over 85,000 comparisons across North America comparing Pioneer hybrids to the best competitor hybrids, Pioneer hybrids are out-yielding competitor products by 1.7 bushels per acre (bu/ac). Among specific segments in these same trials, Pioneer hybrids with double-stacked traits are out-yielding similar competitive products by 5.6 bu/ac. Among products



with glyphosate-tolerant traits, Pioneer hybrids have an advantage of 4.1 bu/ac and, among conventional hybrids, Pioneer products show a yield advantage of 4.2 bu/ac. Pioneer hybrids are at parity with comparative triple-stacked products which represents a significant performance improvement over the last four years.

In 2009 Pioneer released 38 new genetic platforms in corn and is planning to introduce two new technologies in 2010: Optimum® AcreMax 1 Refuge In The Bag and Drought Tolerance 1. In soybeans the company launched 31 new Y Series varieties, Pioneer has introduced 26 new ay Series soybean varieties for planting in 2010.

Pioneer Hi-Bred, a DuPont business, is the world’s leading source of customized solutions for farmers, livestock producers and grain and oilseed processors. With headquarters in Des Moines, Iowa, Pioneer provides access to advanced plant genetics in nearly 70 countries. Δ

BETTY VALLE GEGG-NAEGER: Senior Staff Writer, MidAmerica Farmer Grower



Link Directly To: **VERMEER**