

PIONEER® Y SERIES HYBRID 44Y24 (RR)

OUTSTANDING CONSISTENCY IN PERFORMANCE
DELIVERS RELIABLE RESULTS

NEW IN 2014



Pioneer® 44Y24 (RR) is the next generation Y series hybrid that adds an early-mid maturity option in Pioneer's Roundup Ready® product range. One of the most widely adapted Roundup Ready hybrids combined with an outstanding agronomic profile.

AGRONOMIC PROFILE

Maturity	Early-mid season (4)
Recommended growing regions	Medium and high rainfall zones + irrigation
Yield potential and adaption	Very high / target >1.0 to 4.0 t/ha yield range
Blackleg rating	R*
Blackleg resistance group#	n/a
Plant vigour	Exceptional
Plant height	Medium
Crop standability	Excellent
Grain oil content	High - very high
Grain test weight†	Excellent

* Blackleg resistance rating with standard BetaStrike® seed protection.
Provisional resistance group classification from 2012 GRDC screening.
† Minimum canola trading standard is 62 kg/hl [Australian Oilseeds Federation].
Smaller grain rejectable under this limit.

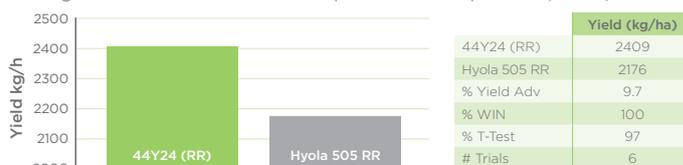
KEY FEATURES

- Sets an industry benchmark for consistency in top-end yields over a wide range of growing conditions.
- Recommended planting partner to 45Y22 (RR), ideally suited in medium and high rainfall growing zones. The new Roundup Ready planting option in all irrigation areas.
- Early-mid maturity (4) with time to flowering and days to maturity up to 4 days quicker compared to 45Y22 (RR). Offers greater flexibility across planting window and wider adaptation.
- Shorter plant stature, outstanding standability and uniform ripening aids ease of management in high-yielding crops.
- Excellent blackleg resistance - [R], genetically different for blackleg group rotation.

THE RESULTS

Pioneer STRIKE Trials - 2011 and 2012

Average of all locations where both products were present (6 locs)

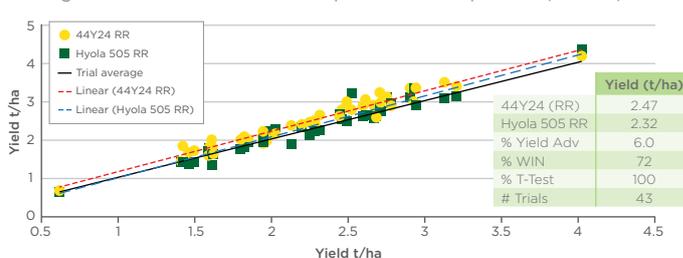


\$128 per hectare extra income vs Hyola 505 RR.

YIELD COMPARISON at 6 Pioneer STRIKE trials over two years (2011 and 2012). Average of all trials. Gross income based on price of \$550 per tonne.

Mid Roundup Ready - GRDC NVT (2011 and 2012)

Average of all locations where both products were present (43 locs)

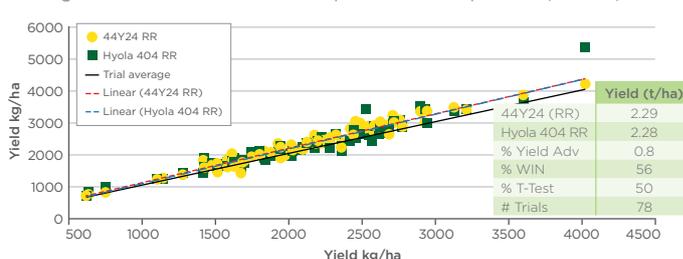


\$82.12 per hectare extra income vs Hyola 505 RR.

NVT trials in 2011 and 2012 (average across ALL locations) - NSW (10 locs), VIC (15 locs), WA (18 locs). Gross income based on price of \$550 per tonne.

Pioneer research and GRDC NVT combined (2011 and 2012)

Average of all locations where both products were present (78 locs)



\$10.17 per hectare extra income vs Hyola 404 RR.

Pioneer research and GRDC NVT trials combined in 2011 and 2012 (average across ALL locations) - NSW (22 locs), VIC (25 locs), WA (31 locs). Gross income based on price of \$550 per tonne.

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PIONEER HAS A STRONG REPUTATION FOR PRODUCING CONSISTENT SUPPLY OF HIGH QUALITY HYBRID SEED, SO YOU CAN PLANT ON TIME, EVERY TIME TO MAXIMISE YOUR YIELDS AND ECONOMIC RETURNS.