



Contact: Andy Stainthorpe
 Sales Manager, UK & Ireland
 + 44 (0) 780 1183 234 mobile
 andy.stainthorpe@pioneer.com

**Pioneer MAXIMUS® rapeseed hybrid makes HGCA Recommended List (East & West)
 - PR45D03 offers increased grower productivity and profitability -**

SOLIHULL, UK, June 8, 2009 — Pioneer MAXIMUS® rapeseed hybrid **PR45D03** is the highest yielding* hybrid in the semi-dwarf category in this year’s [HGCA Recommended List](#) (East & West).

“We are very pleased that after promoting and trialing the semi-dwarf concept in the UK since 2003, rapeseed growers now have the choice of two Pioneer MAXIMUS® rapeseed hybrids, one of which, PR45D03, is the highest yielding in this category in the HGCA Recommended List (East & West)”, said Andy Stainthorpe, UK and Ireland Sales Manager.

Pioneer MAXIMUS® semi-dwarf rapeseed hybrids **set new standards and offer unique and simplified crop management advantages from planting to harvest**. They are characterised by their shorter plant height and branching growth habit. In addition MAXIMUS® rapeseed hybrids have grain yields and oil content comparable to conventional varieties.

“PR45D03 is a restored hybrid variety containing a dwarfing gene which reliably and significantly reduces crop height leading to a robust, easy to manage plant architecture that gives growers the chance to more easily unlock the genetic potential of the rapeseed crop, and thus to improve their yields and increase profitability: **the X-tra Class in rapeseed cultivation!**”, continued Stainthorpe.

The advantages of Pioneer MAXIMUS® rapeseed hybrids, the X-tra class in rapeseed cultivation:

TRAIT	BENEFIT
X-tra High harvestable yield	PR45D03 is the highest yielding hybrid in the semi-dwarf category in this year’s HGCA Recommended List
X-tra wide planting window	MAXIMUS® rapeseed hybrids can be planted safely during the entire normal sowing period
X-tra strong root system	MAXIMUS® hybrids are more tolerant to drought stress and take up nutrients more efficiently
X-tra winter hardiness	MAXIMUS® hybrids have not exhibited significant damage in years when frost has caused crop damage
X-tra short plant height and lodging resistance	MAXIMUS® hybrids are the better low biomass varieties
X-tra easy and faster harvesting	MAXIMUS® hybrids improve threshing efficiency, and reduce fuel consumption at harvest

Pioneer Hi-Bred currently sells two MAXIMUS® rapeseed hybrids in the UK, PR45D03 and PR45D05. PR45D05 is a candidate variety for the 2010 HGCA Recommended List. These varieties represent a small part of the very significant ramped-up investment in rapeseed breeding and product commercialisation by Pioneer. Across Europe, Pioneer is selling 15 rapeseed hybrids in 2009, 5 of which are MAXIMUS® semi-dwarf hybrids.

“The growing success and popularity of these products is proof that Pioneer’s unique hybridisation breeding program in rapeseed is delivering products that growers expect from a leading seed breeder like Pioneer. These are exciting times for rapeseed growing in the UK and Ireland and for Pioneer”, concluded Stainthorpe.

** as measured by “gross output yield – fungicide treatment”*

Plots of PR45D03 and PR46W21 rapeseed hybrids along with Pioneer maize hybrids can be seen at “The Cereals Event” stand no. 905 on June 10-11, 2009 (Vine Farm, Wendy, Nr Royston, Cambs).

Additional information about Pioneer MAXIMUS® rapeseed hybrids is available at this link: [MAXIMUS® Rapeseed Hybrids Set New Standards.](#)

[Contact your local Pioneer sales representative](#) for more information on product availability and demonstration plots.

The HGCA is an independent semi-governmental agency established and funded by the UK government to provide a market information service, sponsor or undertake research work in home-grown cereals and oilseeds, and undertake other non-trading initiatives aimed at improving the production and marketing of cereals.

[Pioneer Hi-Bred International, Inc.](#), 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, crop protection solutions, and quality crop systems to customers. [DuPont](#) is a science company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

###

®, ™ Trademarks of Pioneer Hi-Bred International, Inc.

Note to Editors:

To make it onto the HGCA list, products must meet certain yield and agronomic targets after being tested for typically at least three years.

http://www.hgca.com/document.aspx?fn=load&media_id=4842&publicationId=489