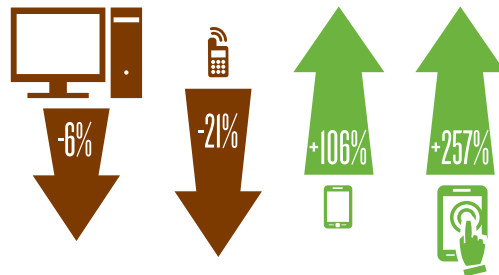


CONVENIENCE

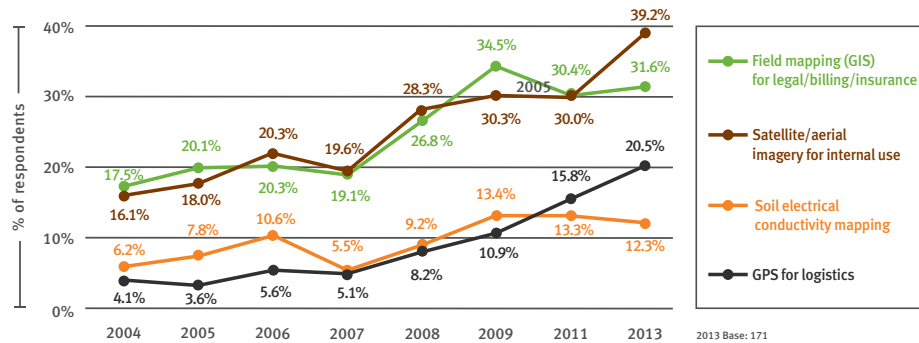
The enormous volume of farm-level data growers now handle—from new precision ag technologies as well as from traditional information sources—can be unwieldy and disconnected. Effectively using the data requires the ability to compile and analyze it to make insightful decisions.

Device Ownership from 2011–2013¹



On average, approximately 60% of growers access the Internet as part of their farming operations at least once a day.¹

Growth of precision technology offerings over time²



1. Device ownership and Internet usage as reported by growers with 250+ corn acres based on study completed by Pioneer.

2. Jacqueline K. Holland, Dr. Bruce Erickson, and David A. Widmar, "2013 Precision Agricultural Services Dealership Survey Results," November 2013, 26–27.