



BE THE  
ONE.  
BE THE  
SEED.



Be the one who creates opportunity.  
 Who nurtures the earth.  
 And, in turn, nurtures hope.  
 Be the one who can take an idea and grow it into a global movement.  
 The one who can provide an answer to the one question asked by a billion hungry people every day.  
 Be the driving force. Be the seed.

What does it mean to be the seed? It means you harvest optimism for those who are without food. It means you are a source of inspiration to the growers and agronomists of tomorrow who not only want to follow your example, but want to surpass it. It means you are doing your part every day

## BE THE ONE.

to help feed this planet. Together with DuPont Pioneer and our global partners, you can be a vital seed to eradicating hunger.

### *A commitment as deep as our roots.*

The world's population is expected to reach 9 billion by 2050. That's 9 billion mouths that will need to be fed; from where we stand now, there will not be enough food to go around. In order to meet the challenges of the next 40 years, we need to double our food production. And we need to start today. This is why DuPont is committed to delivering the science needed to address this global problem. We're investing \$10 billion in research and development and introducing 4,000 new products focused on creating safer and more nutritious food. Backed by more than 80 years

of agronomic leadership and 200 years of innovation, our experience will serve us well as we address world hunger.

### *Working together to improve our world.*

Pioneer is collaborating with the people who know their land the best: local farmers. And we're doing so in more than 90 countries around the world. By working closely with them, we're able to turn their local insights into global proficiency. We're committed to improving the lives of 3 million farmers and the communities they support. This commitment has already served China's corn growers well. Pioneer introduced high-quality seeds with superior germination rates to Chinese farmers, allowing them to reduce seeding rates by 50-75% and reduce the farm labor necessary to thin the seedlings

## BE THE EXAMPLE.

after planting. The high quality of Pioneer seeds also enabled the business to collaborate with a local manufacturer to develop equipment that would allow mechanized single kernel planting, further increasing farm productivity. It's collaborations and investments like these that will allow farmers' lives and their lands to flourish.

While improving the lives of billions is paramount, so is improving the planet we all rely on. DuPont Pioneer is focused on decreasing our environmental impact. In Brazil, for instance, where there are aggressive pest pressures that can claim much of a farmer's yield, we've introduced biotechnology to address these insect problems, as well as native genes to alleviate disease pressure from potentially devastating infestations of Southern Rust. Thus, by minimizing the application of chemicals needed to maintain

crops, we're helping to build a world with not only more food, but cleaner air, water and soil as well.

### *Nurturing the seeds of tomorrow.*

One thing is for certain: sustaining an industry that is fundamental to solving our food challenges is attainable through education. That is why we're reaching out to young people around the world, to provide these future farmers with the skills and knowledge they'll need to continue the work of the previous generation.

It's under way in Africa, where we're helping develop its youth into agricultural leaders. Recently, we announced a commitment of \$2 million dollars over the next two years to establish 4H

## BE THE DIFFERENCE.

leadership institutes in five African countries. These institutes will train adults who will then work with young people, to nurture them and create the types of experiences that have proven successful in agriculture. By applying the same formula, our hope is that every young person who has an interest in agronomics and farming can become a success story in their own right—all while contributing to the greater good of the population.

### *Planting seeds of hope.*

Ambitious as they are, our collaborations do more than help feed the world—they create hope for the future. For example, when Georgian farmers were in need, we donated nearly 700 hectares' worth of maize seed to help support farmers. With each seed planted, the country's strength and hope for the future took root. In Kenya, a different maize seed has literally helped shed light on a local farmer's home.

Using one of our maize hybrids, this farmer has tripled her yield per unit area, generating enough income to put electricity in her home and provide her children with a college education. What's more, in the next 3 years, this Kenyan grower is expecting to more than double her farming area, leading to even more financial prosperity.

At Pioneer, we believe everyone deserves to face the future with a degree of certainty, without having to wonder if there'll be enough food for tomorrow. It's this hope for the future that sustains us for the long road ahead.

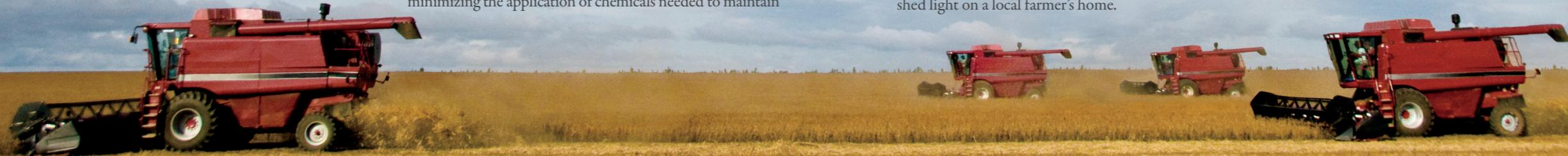
### *A global effort to fight a global challenge.*

One person, one company or one entity alone cannot feed

## BE THE HOPE OF MILLIONS.

the world. It takes partnerships on a global scale. It takes collaboration, and Pioneer is leading the charge. Working with us means becoming a seed of the future. It means making a commitment to instill hope in a billion people and inspire billions of others. Our expertise in the applied science of seed products and traits helps improve the lives of farmers and communities around the globe. Our focus on educating tomorrow's growers will help sustain this vital industry. And our continued efforts to push innovation in our labs will ensure farmers always have the right seed to meet their needs. We're all in this together, and together is how we will answer the call. What role will you play?

What seed will you be?



At DuPont Pioneer, our mission to feed the world begins well before the seeds are planted. It starts in the labs and ends in the fields. We combine science-powered innovation and expertise to produce high-quality seeds that help increase yields—even in less-than-desirable conditions. And we're committed to putting the right products on the right acres.

## BE THE CHANGE.

**80 YEARS**

Helping farmers plant diverse hybrids to maximize yields and reduce risk of crop loss.

**60%** 

60% of our research funds go to making more and higher-quality food available to people globally.

The impending population explosion brings a new set of challenges to humanity. Finding ways to provide everyone with enough safe, nutritious food is one of our main goals. DuPont Pioneer aims to reach this goal by joining science and seeds, and by collaborating with farmers, governments and companies around the world.

## BE THE SOLUTION.

 **150,000**

The world's population will grow by 150,000 people daily for the next 40 years.

**70% SAFER, MORE NUTRITIOUS FOOD**

To help feed them all, we need to increase our food production by 70%.



Learn more at [pioneer.com](http://pioneer.com).  
*Science with service delivering success®.*