



PIONEER®
A DUPONT BUSINESS

*Science with Service
Delivering Success™*



Pioneer Hi-Bred, a DuPont business headquartered in Des Moines, Iowa, is the world's leading developer and supplier of advanced plant genetics, agronomic support, and services to farmers.

Innovative and customer-focused, Pioneer seeks to increase farmer productivity and profitability, and to develop sustainable agricultural systems for people everywhere. Increasing populations, changing economies, and limited cultivatable land are significant factors driving Pioneer to use the broad application of plant science to improve the value generated from each acre of cropland.

Delivering Improved Seed Genetics to Farmers around the World

With business operations in more than 90 countries, Pioneer develops and distributes high-quality corn, soybeans, sorghum, sunflower, alfalfa, canola, wheat, rice, cotton, pearl millet and mustard seed, as well as forage additives, and a variety of services and expertise to help its customers succeed.

We apply the science of the lab and of the land to maximize the productivity and sustainability of the world's farmland, thereby bettering lives and livelihoods through tested and practical innovation. Pioneer researchers are combining conventional and new technologies, such as the Accelerated Yield Technology (AYT™) system and FAST Corn, to change the way seed is being produced. With the help of technologies such as these, Pioneer is delivering earth-friendly agricultural solutions to help meet the needs of a growing population whose demand for agricultural products continues to increase.

The foundation of our research is an immense collection of proprietary genetics – one of the oldest, largest and most genetically diverse private collections in the world. This broad base of genetics ensures a full reservoir

from which improved varieties and hybrids can be continuously created. These unique genetic choices are a critical factor in helping farmers manage their production risks and ensure they are planting the right product on the right acre.

Our seed is produced, conditioned, and packaged at facilities strategically located throughout important crop production regions around the globe. Whether we are delivering seed in one-kilogram packages or in bulk containers that hold more than a ton, our products meet the industry's highest quality standards. That quality is ensured by certification through ISO 9001:2000, the internationally accepted organization for quality management systems.



Pioneering Science

Responsible Use of New Genetic Technologies Since 1926

In 1926 when Henry A. Wallace formed what is now Pioneer, he brought to market a new technology that revolutionized farming – hybrid corn seed. It was this technology that served as the foundation for phenomenal gains in productivity over the following decades – an increase of more than 500%. Today, Pioneer continues to responsibly create new plant science technologies that are helping farmers

around the world increase their productivity and profitability so they can sustainably meet growing demand for grain and other agricultural products.

Our commitment to meeting growing global agricultural demand is second only to our commitment to the responsible use of technology in ways that make sense for our customers, our company, the environment, and people everywhere.





We work closely with our customers to help them maximize the value of every acre they plant. We build relationships by listening to customers, walking their fields and sharing technical resources to develop individualized solutions. Pioneer maintains a global distribution network with flexibility to meet local needs. Thousands of sales professionals work directly with customers to help them choose the right combination of products and services.

Wherever they purchase their Pioneer® brand seed, customers have access to a wealth of information on our products and industry-leading services. Those services may include financing, agronomic and nutritional expertise, marketing insight and services, risk management solutions, field mapping, and a host of online services and information.

Pioneer also builds and maintains relationships with those who purchase grain from the crops grown from Pioneer brand seed. Pioneer sales professionals and employees work directly with processors, livestock producers, and many others to help enhance the value of our products across the agricultural value chain.

Building Relationships



Pioneer goes to great efforts to maximize the value of its products. We thoroughly analyze and characterize many of our products for enhanced end-use opportunities. Whether their grain is going to food, feed or fuel, our customers have numerous options from which to choose to help them capture more value from their Pioneer purchases.

Pioneer is the only seed company that operates a livestock nutrition center where we focus product development efforts on enhancing the quality of the grain and silage produced from our seed and inoculants. Pioneer also characterizes its corn hybrids for pork and poultry digestible energy value, ethanol yield potential, wet mill starch yield, dry milling, and other food-grade characteristics.

Pioneer's knowledge of the grain value chain, which begins with its premier library of plant genetics and extends all the way to the consumer, is second to none. That knowledge is instrumental in identifying new markets and uses for grain and oil seeds, and in developing specific products and systems to meet those needs.

New technologies have further increased our knowledge of how plants function, improving our ability to develop plants that redefine productivity and profitability throughout the agricultural value chain.

In addition to developing plants that have the genetic potential to produce more grain or better oils, Pioneer scientists are developing new seed products with resistance to pests, diseases, and other crop production challenges. Overcoming these challenges means more high-quality grain or silage can be harvested from a given field.

By developing products that are resistant to specific herbicides, Pioneer is giving our customers access to newer, more cost-effective weed control options. The herbicides work better against problem weeds, and are friendlier to the environment – and to the user – than crop protection products used a generation ago.



Creating Value



Pioneer is Focused on the Customer

Every Pioneer customer has unique wants and needs. Every farm has its own set of unique soils and management challenges. End users of grain require traits and qualities specific to their businesses. Pioneer strives to understand and meet the needs of each customer.

Packages of products and services are designed to offer the best solutions for specific situations. In addition to developing proprietary products and services, Pioneer also partners with universities and other companies to access

products and technologies important to the changing needs of our customers.

We strive to bring more value to every acre. We can do that by increasing yield and yield stability, increasing the value of the grain produced, and by reducing costs and risks associated with crop production. It is our ability to deliver more value to farmers around the world that is helping to drive their success and growth of the Pioneer brand.

Pioneer Value Equation:

$$\text{Value} = \text{Yield} \times \text{Price} - \text{Costs}$$

Per Acre or Hectare
 Per Acre or Hectare
 Per Bushel or Metric Ton
 Per Acre or Hectare

Pioneer employees and those affiliated with our business – people with a passion for delivering value to our customers – are what make Pioneer one of the best-known brands in agriculture today.

Pioneer recruits top talent from around the globe. That means the industry's best scientists, statisticians, agronomists, plant breeders, and sales professionals. It also means industry leaders in computer science, finance, human resources, communications, marketing, government affairs, regulatory, legal, facilities management, and safety, among many other professions.

We recruit and train an extensive network of independent sales professionals, dealers, and distributors. Pioneer also depends on thousands of farmers around the world to grow Pioneer® brand seed to its strict quality standards.



Powered By the Best People



The “Long Look”

In 1952, Pioneer created the “Long Look” philosophy to serve as a roadmap to the way the company would conduct its business. Our business environment and customers have changed dramatically since that time. But our business philosophy will always remain true to the four simple statements of business policy that have guided us since our early years.

- We strive to produce the best products on the market
- We deal honestly and fairly with our customers, seed growers, employees, sales force, business associates and shareholders
- We advertise and sell our products vigorously, but without misrepresentation
- We give helpful management suggestions to our customers to assist them in making the greatest possible profit from our products



Agricultural Sustainability

Pioneer is committing resources to agricultural sustainability to help preserve and improve global agriculture. Through our science, service, and charitable activities, we are striving to increase per-acre yield while decreasing the overall impact of farming on the environment and society.

Our business is actively developing products and traits that enable a reduction in pesticides, fertilizers, water use, and fuel – all while increasing yield.

Pioneer is also committed to helping improve the quality of life in the communities where our customers and employees live and work through volunteer and philanthropic investments. The goal is to create an improved, sustainable lifestyle for people around the world. We encourage and support volunteer efforts by our employees, and we set aside a percentage of revenue each year for investment in programs that add economic or social value to our communities.



Pioneer is Committed to Safety

Modern agriculture can present physical hazards to those who produce crops. Pioneer is committed to continuously improving the safety of the agricultural workplace. All Pioneer employees are challenged to eliminate injuries on the job and at home; our goal is zero injuries. Pioneer sponsors

safety camps for farm kids and works with customers to heighten awareness of potential injury-causing practices and situations. Making agriculture more safe and free from avoidable injuries is a key part of Pioneer's business philosophy.

1926 – Henry A. Wallace incorporates the Hi-Bred Corn Company
1936 – The company changes its name to Pioneer Hi-Bred Corn Company
1946 – Pioneer Hi-Bred Corn Company of Canada is founded
1949 – Annual sales of Pioneer® brand seed corn in North America pass the million-unit mark
1950 – Pioneer uses electronic data processing to analyze corn yield tests
1952 – “The Long Look” business philosophy is written
1957 – Pioneer opens the York, Nebraska, research center to enhance research efforts focused upon improving drought tolerance in corn
1962 – Pioneer sorghum operation begins in Plainview, Texas
1964 – Pioneer establishes the first research station outside North America, in Jamaica
1970 – The company changes its name to Pioneer Hi-Bred International, Inc., and establishes a separate overseas division

1971 – Pioneer expands operations into Central and South America and Western Europe
1973 – Pioneer becomes a publicly traded company, and soybean seed operation begins
1981 – Pioneer becomes the seed corn market share leader in North America
1982 – Pioneer sales representatives use portable data entry systems for seed sales, and annual worldwide sales surpass 10 million units
1989 – The company establishes its own biotechnology team, and South America seed production capacity is expanded
1990 – The use of winter nurseries as product development tools is initiated
1991 – Pioneer becomes the number one brand of soybeans in North America
1995 – Pioneer stock is listed on the New York Stock Exchange
1996 – Pioneer is the first to start a genomics effort in corn
1997 – DuPont purchases 20 percent of Pioneer

1999 – DuPont completes purchase of Pioneer
2001 – Pioneer marks the 75th anniversary of incorporation
2002 – Pioneer enters into a joint venture to market seed corn in China
2004 – Herculex® I insect protection is introduced, and Pioneer acquires Verdia and gene shuffling technology
2005 – Herculex® RW and Herculex® XTRA insect protection are introduced, and Pioneer FIT® Mapping System is launched
2008 – Pioneer introduces Pioneer MarketPoint® website, and Pioneer introduces the PROaccessSM strategy to make available its seed genetics to more growers through a network of distributors
2010 – Pioneer gains approval to sell Optimum® AcreMax™ 1 and Optimum® AcreMax™ RW insect protection – the industry’s first integrated corn rootworm refuge management solution – and receives U.S. approval for Plenish™ high oleic soybeans



Pioneer has a Rich Heritage that Influences Decisions at the Company Today

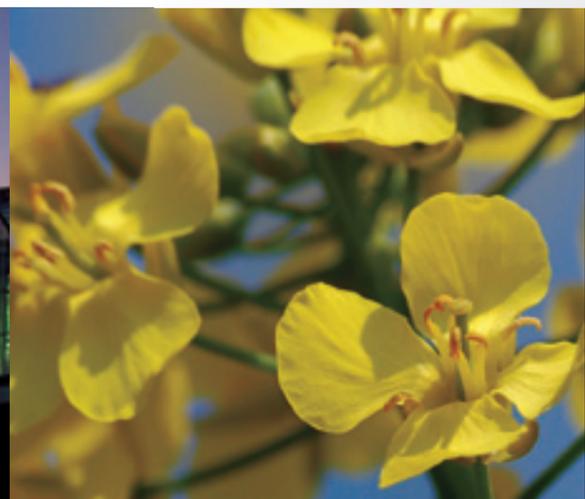
In 1926 when Henry A. Wallace and his partners formed the first company anywhere to market hybrid seed corn, they thought their business endeavor had the potential to change the lives of farmers.

Wallace had a life-long passion for improving the economic well being of farmers around the world. Improved plant genetics, specifically hybrid corn in the beginning, had the ability to help stabilize yields from year to year and increase farmer productivity.

Wallace reasoned that the only way to provide a steady stream of improved hybrids for farmers was to form a business that could invest some of its profits into research to develop new products.

Today, Pioneer is a DuPont business, and its mission still echoes that of its founders. By creating new value for its customers, Pioneer generates revenue that funds new research which creates greater value for customers.

The Pioneer Timeline





Science with Service Delivering Success™

Pioneer is dedicated to delivering customized solutions to help farmers and end users sustainably meet growing demand for food, feed, fuel and bio-materials. It starts with pioneering science that creates a diverse array of high-yielding, high-value products that help meet our customers' unique needs. Next it's our global capacity to produce and deliver high-quality seed. Finally it's our unique routes to market — our dedicated sales force — that is equipped with the tools, technology and know-how to help our customers place the right product on the right acre at the right time.

Pioneer Hi-Bred

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FSC FPO



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