

# ADVANCING GLOBAL AGRICULTURE:

## Delivering Custom Solutions on Every Continent

*“Give a man a fish and he has food for a day.  
Teach him to fish and he has food for a lifetime.”*

**Pioneer’s version of that timeless saying is,**  
*“Give a person grain and they may have food for a few days.  
Help a person grow better crops and they have food to eat and sell.”*

By 2050 it is predicted that the world’s population will reach 9 billion with 98 percent of the projected growth occurring in developing countries. In order for growers to be able to produce enough food to feed these people and livestock, food outputs must roughly double within the next 50 years.

There are many who dismiss how vital the sustained productivity improvements in agriculture have been to the well-being of everyone on the planet. No doubt, productivity gains are just part of the solution to feeding a hungry world. But where would we be today if in 1950 someone decided that we had enough grain in the world and we stopped investing in improved genetics?

For example, the number of global acres dedicated to growing corn has been relatively flat from 1970 through 2007 projections. However, since 1980, the world’s corn growers have increased production by 45 percent on a less than 5 percent increase in acres. In effect, we’ve added 130 million virtual acres by improving corn genetics, technology and management practices. Think of the impact on our world today if we did not have those 130 million virtual acres!

Food producers in many countries are improving their farming practices, planting higher-quality seed and applying new technologies, which help them provide for their families and improve their country’s agricultural industry. Pioneer Hi-Bred International, Inc., is playing a valuable role in many of these advancements as it strives to uphold its commitment to develop a sustainable agriculture system for the benefit of all people, everywhere.

To this end, Pioneer offers several programs and initiatives to help improve agricultural practices throughout the world. Pioneer believes providing sound agronomic expertise is just as important to grower success as delivering high-performing products. Our job does not end once the seed is sold.

“Advancing Global Agriculture” has been designed to demonstrate this concept in action. In the enclosed materials, you will find details about how Pioneer works across the globe and the impact this work has had on individual growers and entire countries.

- **A farmer in Ethiopia sends his children to school for the first time.**
- **School children in Thailand receive more nutritious school lunches.**
- **Rice growers in India produce enough food to feed their families all year.**

**What has made these  
improvements possible?**

**Advancement in agriculture.**



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