

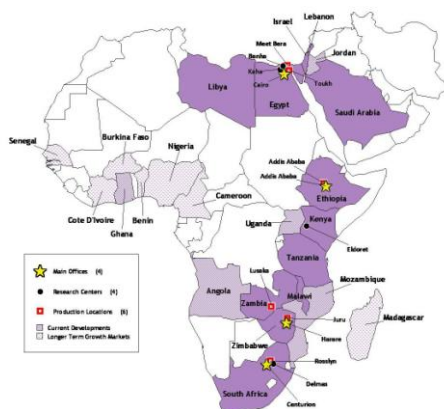
# Pioneer in Africa & the Middle East

## History in Africa:

Pioneer has been in Africa and the Middle East for nearly 50 years, working to help farmers significantly increase agricultural productivity and food production through improved crop yields. Through the use of better technology, genetics, and agronomic practices, we are increasing agricultural production. Our business currently focuses on three key markets:

- **South Africa**
  - Pioneer's operation in South Africa is our largest in Africa. In South Africa, we are supporting a mix of large- and small-scale farmers, in both irrigated land and dry areas.
- **East & South Central Africa (ESCA)**
  - Our team in ESCA is working to improve farmer productivity and profitability and to support community development.
- **North Africa & the Middle East**
  - In Egypt, our business focuses on the Nile Delta which is a highly fertile, irrigated area.

## Pioneer Locations in Africa & the Middle East



## Sustainable Agriculture:

Across Africa and the Middle East, we see agriculture as a foundation for economic growth. Better quality seeds and more advanced farming practices can improve nutrition, the standard of living, and overall agricultural productivity. Aside from business investments, we focus on sustainable agriculture and development and provide:

- Expertise in the areas of agronomy and farming best practices.
- Proven agri-business approaches, best practices and marketing expertise.
- Seed and grain value-chain knowledge and products.
- Seed and trait research collaboration.
- Public / private sector partnerships.
- Regulatory knowledge and capacity building.

Pioneer believes that agricultural sustainability is not a one-time effort but a commitment long-term. This provides mutual sustainable growth.

*\*Hectares are total hectares planted of Pioneer seeds.*

## Quick Facts:

- **Employees:** More than 300 regular, full-time employees in Africa.
- **Customers:** More than 560,000.
- **Distribution:** Dealers, farmer dealers, agricultural cooperatives, and sales representatives.
- **Average Farm Size:** Ranges from a half hectare to 600 hectares.
- **Recent Investments:**
  - Opened new research center in Eldoret, Kenya in 2009.
  - Began production in Lusaka, Zambia, and invested in seed conditioning facility in 2009.
  - Invested in a cold storage facility in Rosslyn, South Africa, in 2009.
  - Developed a research center at Delmas, South Africa as regional technology hub.
- **Maize Crop Area:**
  - Maize: \*5.7 – 6.7 million total hybrid hectares planted in the countries in which Pioneer does business.
- **Our Philosophy:**
  - Our relationships with African farmers goes beyond selling seed – we work closely with farmers of all scales to share knowledge that we've gained in seed production, farming practices and land management.



"I started dreaming that if every farmer in Ethiopia increases production, we can change the whole country. We can change Africa."

- Melaku Admassu, head of Pioneer's Ethiopian operations in *The Wall Street Journal*, May 27, 2008



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