

Pioneer in South Africa

History in South Africa:

Pioneer has always focused on maize farmers and on improving productivity and profitability both through products and agronomic services. Pioneer's business in South Africa dates back to the 1960s and was in the form of an independent producer/distributor agreement which lasted until 1987. In 1991, Pioneer opened its own research station in Delmas with sales beginning in 1992. Today, our South African operation is our largest in Africa, as we believe the country is key to increasing agricultural productivity and addressing the continent's food shortage.

As the Pioneer business has grown in South Africa, so has the infrastructure and team needed to support this growth. South Africa currently has a growing mix of large- and small-scale farmers, and a mix of irrigated land and dry areas. In order to meet the growing needs of these farmers, we completed a new production facility in 2003 that enhances our global sourcing capabilities. Our research team works from a hub in Delmas. Additionally, we operate a research satellite program to cover the West AOA and ensure that we have country-wide conditions covered with our evaluation program. We are proud to work with farmers across the country and our role in their increased agricultural productivity.



Work with Small-Scale Farmers:

Pioneer is focused on advancing the farming techniques of small-scale farmers. We have a full-time employee in South Africa that focuses on small-scale farmers, those farmers who want to advance farming techniques on farms of one-half to one hectare. The goal is to develop small-scale farmers into profitable operations - farming as a business.

In addition, in the area north of the Pioneer production plant in Rosslyn, Pioneer is working with black growers that own irrigated land to create opportunities for them to become future contract growers for Pioneer.



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

Quick Facts:

- **Employees:** ~160 employees across South Africa.
- **Locations:**
 - Administrative and sales headquarters in Centurion.
 - Corn research station in Delmas.
 - Production plant in Rosslyn.



- **Customers:** Approximately 7,000.
- **Average farm size:** ~600 hectares; 70% arable land in the corn areas.
- **Key crops:**
 - Maize: *2.4 – 2.75 million total hybrid hectares planted.
 - Soybeans: * ~350,000 total hectares planted.
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- **Recent Investments:**
 - Introduced neutron moisture meter technology to help farmers make planting decisions based on soil moisture each season.
 - In 2009, we invested in a new cold storage facility, and developed the research center at Delmas, as a regional technology hub.

- **Company Contact:**
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