

## The Proving Ground™



### Where research meets reality

#### Better seed in so many weighs

The Proving Ground™ is our unique, large-scale trialing effort. In 2013 over 1,500 large-scale trials of canola, corn and soybeans were planted across Western Canada. The number of trials we plant is currently more than any other seed company and continues to grow every year. The large amount of data we collect from these trials helps our Pioneer Hi-Bred sales team confidently position the right Pioneer® brand seed product on every acre you grow.

#### Large-scale trials for large-scale farming

Farming is large-scale so why shouldn't our trials also be to scale. All Proving Ground™ trials for commercial products are conducted under real world conditions with a grower's own management practices. This way, they provide data that is local and more relevant to growers in their own area.

#### Successful crops take more than great genetics

It takes a whole package of information and advice to maximize yield potential for crops. The Proving Ground™ trials aim to provide more information and resources to make growers more successful. That's why we not only test products, we also thoroughly test traits, seed treatments and agronomic practices. The Proving Ground™ trials help us to better understand and validate the true value of proprietary traits so we can better position products with our customers. By testing different agronomic practices – both new and old – it helps us learn more about the factors that impact yield.

### Where research meets reality.

The Proving Ground™ trials encompass our complete testing program – from research through testing both products and agronomic practices that make a difference on the grower's operation. They truly are where research meets reality.

## R&D

### Research and Development

- Products are tested in small plots for five years before they are put into the Proving Ground™ Trial system
- We're expanding our R&D program to include more testing, more locations, more data points and more traits

## AGRONOMY

### Agronomy Research Efforts

- Testing different agronomic practices – new and old – to help us learn more about the factors that impact yield
- Testing of new proprietary traits and treatments to help us understand the true value to farmers of the trait and how it can best help their operation
- Providing growers with access to unbiased, scientifically-based agronomic information

## PAT/ IMPACT™ PLOT

### Product Advancement Trials / Intensively Managed Product Advancement, Characterization and Training Trials

- Field-scale program that generates yield performance data to make product advancement decisions
- Replicated trials conducted under a wide range of environments and management practices

## SxS Side-by-Sides

- Field-scale demonstration of commercial products that are managed with farm-scale equipment
- Customers can "test-drive" DuPont Pioneer genetics against other products on their farm
- Allows "system comparisons" to measure overall performance of hybrid and weed control

## PKP

### Product Knowledge Plot

- Allow farmers to be the first to test and trial new products
- Test new commercial products under many environmental and management conditions
- Gain experience with new products before wide-scale launch