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News To Use

Current Information to Help Your Agency

April 30, 2010

Pioneer receives U.S. EPA approval of the industry's first in the bag refuge solution - Optimum® AcreMax™ 1 insect protection

TODAY'S NEWS

EPA has granted Pioneer commercial registration of Optimum® AcreMax™ 1 (OAM1) insect protection – the seed industry's first corn product with a reduced insect refuge of 10 percent built into the bag to increase grower convenience, maximize farm yields and extend trait durability.

ACTION NEEDED

Be prepared to answer questions from customers regarding the benefits of Optimum AcreMax 1 insect protection.

THE FACTS

Pioneer is committed to providing growers more choices in products and systems that maximize their productivity by placing the right product on the right acre.

Pioneer is **first** in offering growers integrated refuge. No other company has received a registration for an in-the-bag, integrated refuge.

Optimum AcreMax 1 insect protection offers U.S. farmers an in-the-bag Corn Rootworm (CRW) solution that integrates a 10% CRW refuge.

Optimum AcreMax 1 insect protection offers a CRW refuge integrated in the seed bag that is composed of 90% of a Pioneer® brand hybrid with Herculex® XTRA insect protection and 10% of a Pioneer brand hybrid with the Herculex I trait, which serves as the integrated corn rootworm refuge. All seed in the bag is tolerant to glyphosate and glufosinate herbicide chemistries.

Until now, growers who planted hybrids containing in-plant corn rootworm protection have been required to plant an insect refuge in-field or adjacent to these cornfields. For the first time, the Optimum AcreMax 1 system will satisfy all corn rootworm refuge requirements in the bag and allow growers to plant their required corn borer refuge up to ½ mile away, eliminating many of the obstacles they face in planning and deploying standard in-field or adjacent block/strip refuges.

For growers in areas with high corn rootworm pressure, Pioneer also announces the simultaneous approval of Optimum® AcreMax™ RW rootworm protection.

Optimum AcreMax RW (OAM RW) can serve as a CRW-protected corn borer refuge for Optimum AcreMax 1 products. It contains 90% of a Pioneer hybrid with the Herculex RW trait and 10% of a Pioneer hybrid from the same family, with only herbicide tolerance. All seed in the bag is tolerant to glyphosate chemistries. In addition, OAM RW can be placed up to ½ mile away from an Optimum AcreMax 1 product field, allowing maximum flexibility and the ability to cover 100% of a grower's acres with industry-leading in-plant rootworm technology.

FREQUENTLY ASKED QUESTIONS

Q: What are the benefits of Optimum AcreMax 1 products?

A: Simplicity. By providing the corn rootworm refuge in the bag, growers would no longer be faced with the challenges of placing traditional in-field or adjacent refuge for triple stack products. With Optimum AcreMax 1 products, a corn borer refuge is still required, but this refuge can be placed up to ½ mile away.

Reduced Refuge, Maximum Yields. Optimum AcreMax 1 products are available in proven locally adapted hybrid platforms and have consistently delivered the same strong yield and performance as their Herculex XTRA counterparts in three years of testing. In 2009, Optimum AcreMax 1 products had an average yield of 200 bushels in over 228 large field trials and yielded the same as their complementary Herculex XTRA products. When used with Optimum AcreMax RW products, Optimum AcreMax 1 insect protection can help growers with rootworm pressure to maximize their farm yields by placing in-plant rootworm protection across all their acres.

Technology preservation. By placing the corn rootworm refuge in the bag, Optimum AcreMax 1 products assure refuge gets placed in the right place, in the right size at the right time, to extend the durability of the Herculex family of traits.

Q: What are the commercial launch plans for Optimum AcreMax 1 insect protection?

A: Units. Pioneer has a widespread introductory launch of Optimum AcreMax 1 products in 2010, allowing thousands of growers the opportunity to experience simplification in corn rootworm refuge. In 2011, the number of OAM1 products and their volumes will be greatly expanded.

Treatment. Pioneer will provide its current seed treatment, Cruiser® Extreme 250, on all products with Herculex XTRA traits (or products with HXRW traits in OAM RW) in the bag. All refuge seeds will have a high rate of insecticide seed treatment (Poncho® 1250) for additional protection against rootworm feeding.

Labeling. For "P" series hybrids, products will retain the base hybrid number of the 90% component in the bag (Pioneer brand product with the Herculex XTRA trait) and have a suffix of "AM1" denoting they are Optimum AcreMax 1 products (for example, P1395AM1). For established hybrids like 35F44, the product number will be advanced to the next available number and carry a suffix of "AM1" (example: 35F48AM1).

The Bottom Line...

Pioneer is proud to lead the industry in revolutionizing the deployment of in-the-bag insect refuge for the benefit of growers. Optimum® AcreMax™ 1 insect protection is only the first product in Pioneer's value-added insect control portfolio. Pioneer will be pursuing registration of Optimum® AcreMax™ 2 insect protection, Pioneer's next step in simplifying refuge and delivering higher farm yields.



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