

and I have  
time.  
I buy

Sure it's nice to deal with people you know. But farming is a business, and I owe it to myself and my family to run it like a business. That means buying the products that show the best return on the dollars I invest.

As far as my corn is concerned, I still try a little of this and a little of that. But I'd say the bulk of my corn acres are planted to Pioneer® brand seeds; the same as most of my neighbors and for the same reasons.

When I look at return on investment, I also count the management help I get from Pioneer. Because I'm sure it's made a difference in the profitability of my operation.

So if I can buy from a friend and still feel I've made the best decision as a businessman, so much the better. And if I can't, we're still friends.

Living,  
Learning & Planting  
**PIONEER®**  
BRAND SEEDS



in Molnes, Iowa, U.S.A.