

# Pioneer Hi-Bred To License Insect-Resistance Gene For Seeds

DE MOINES, IA — Pioneer Hi-Bred International Inc., a world leader in the development and marketing of agricultural seeds and the Agricultural Genetics Company Limited (AGC), a British agricultural biotechnology company, today announced that they have signed a licensing agreement for the incorporation of AGC's proprietary CpTI insect-resistance gene into Pioneer (R) brand seed products.

Pioneer currently holds nearly 35 percent of the U.S. seed corn market with world-wide sales of more than \$600 million. With this dominant market position and Pioneer biotechnology expertise, the incorporation of AGC's CpTI gene is targeted to protect the U.S. corn crop from corn rootworms and the European corn borer.

Currently, control of these two pests is attempted through crop rotation and insecticides. It is esti-

mated that, last year, 34-38 million acres of corn were treated with insecticides at a cost of more than 220 million dollars. Hybrid seed corn incorporating the CpTI gene will be targeted at a substantial share of those insecticide treated acres.

AGC's innovative CpTI technology results from one of many research programs targeted at crop improvement through biotechnology. AGC sponsored teams iso-

lated this gene from the cowpea (black-eyed bean) a major food crop of Africa and America. The cowpea trypsin inhibitor (CpTI), prevents the breakdown of certain proteins in the insect digestive system so the insect larvae are deprived of essential nutrients and die.

Dr. Nicholas Frey, Pioneer director of technology acquisition and development said, "Our researchers have successfully transferred other genes into tobac-

co. We're not in the tobacco business but we will be able to use the same techniques to move the CpTI gene into hybrid corn and other crops. This work will be carried out in Johnston, Iowa which is the center for our biotechnology research. The aim will be to incorporate the CpTI gene into a number of our seed products to reduce or eliminate the losses suffered by farmers from significant insect pests such as the corn borer and

corn rootworm." AGC's director of technology transfer, Alan Goodman, said "The introduction of broad spectrum insect resistance into corn has been long awaited by the agricultural industry. AGC's collaboration with Pioneer brings that prospect closer to commercial reality. Further agreements are under negotiation to incorporate our CpTI gene into a broader range of crops."

## New Idea Senior Product Manager Named

COLDWATER, OH — White-New Idea has named Kevin Sartain as senior product manager for the New Idea product line. Sartain will supervise the marketing plan for the New Idea product line effective immediately.

As senior product manager, Kevin will direct New Idea pro-

duct managers of spreaders, planters and hay tools. "My main objective will be to improve sales and market share of New Idea products," he said.

Before coming to New Idea, Kevin started in the farm equipment industry in 1982 with Mohawk Equipment Company

and later was employed with Vic-on Limited as Product and Service Manager. In 1985, Kevin assumed the position of product manager for the New Idea hay tool line.

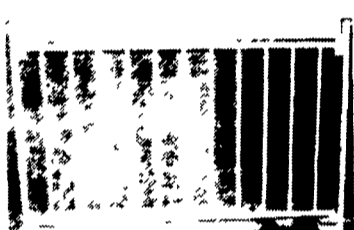
Sartain is a graduate of East Texas State University with a Bachelor of Science degree in agriculture.

The White-New Idea Farm Equipment Division of Allied Products Corporation is a major manufacturer and distributor of three major lines with over 1500 dealers in North America. The White Farm Equipment line includes tractors, planters, tillage equipment and compact tractors and implements. The New Idea Farm Equipment line includes spreaders, planters, hay tools and self-propelled harvesting equipment. The Ag ONE line includes parts and supplies available to the White and New Idea dealers.

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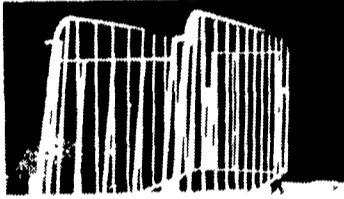
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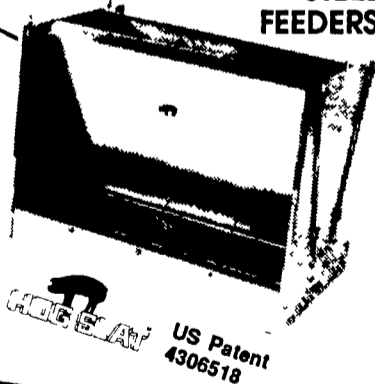
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Ha, Luke, I'm way ahead of you! As soon as I got this Dec. 10th issue of Lancaster Farming I read all about those great buys!

OK, Jake, I'll see you at Binkley & Hurst then. There are so many bargains we'll both be there till the cows come home!

You know, Luke, those fellas are great to do business with, plus I enjoy filling-up on all their goodies!

See This Issue, Section D, For Details



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