

# Pioneer Holds Open Warehouse

ELIZABETHTOWN (Lancaster Co.) — Quality is the first concern of Pioneer Hi-Bred seed company, according to Gene Hodges, quality control manager. Speaking here Wednesday at the guided tour of the newest production facility — the Pioneer seed warehouse/distribution center located west of town — Hodges said that while the company works hard to keep the bags neat, clean, and well preserved, the real test of quality is in the product within the bag.

"We make sure we have pure seed that germinates well, looks good and is free of cracks and insect damage," Hodges said. "In addition, we make sure the facility meets all the company standards of cleanness and neatness."

At the local production facility two 80'x175' warehouses provide a distribution center to accommodate customers from north Vir-

ginia to Canada and into eastern Ohio. One of the warehouses is a cold storage building where seeds are kept at a constant 50-degree temperature and in 50 degree humidity. This cold storage unit can accommodate 100,000 units or 300,000 acres of planted seeds.

Nine district sales managers and 30 to 50 sales representatives service farmers in the area.

"We have a considerable sales effort," said Tim Markovits, district sales manager, "but we feel we need to do this to make sure our customers have all the help they need."

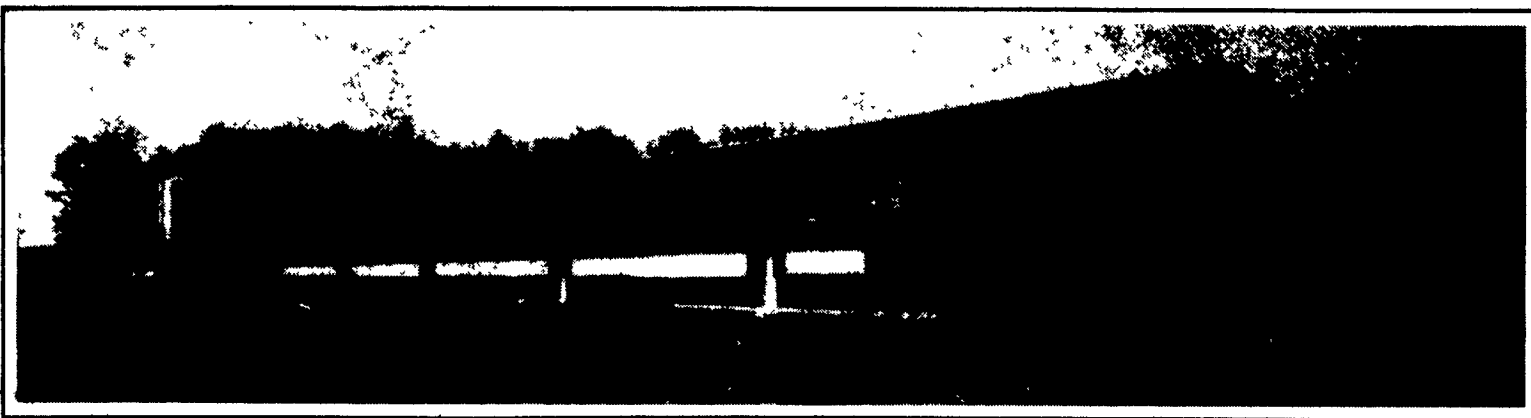
Not only does Pioneer have breeding and testing facilities around the world, they have corn research facilities at New Holland and an alfalfa research facility at Quarryville. These local research efforts help develop inbred and

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The Pioneer warehouse tour group included: (from left) John Widemann, area sales manager; Boyd Wolff, state ag secretary; Russ Hudson, warehouse manager; and Tim Markovits, district sales manager.

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