

WEIGH BEFORE YOU PAY



Why would a seed company offer its best discounts for orders before giving you the chance to see how their products really perform?

Maybe they don't want you to see their yield results.

Side-by-side comparison results could make a big difference in your hybrid decision and income next year.

Contact your Pioneer sales rep to make arrangements to weigh comparisons on your farm.

For local yield data, see your Pioneer sales rep or check out our website at www.pioneer.com.

This final 1996 summary of Pioneer® brand hybrids against competitors reveals why you should weigh before you pay.

PIONEER HI-BRED INTERNATIONAL, INC.

PIONEER® brand hybrids vs. competitive hybrids, all comparisons by brand

1996 Comparisons from New England, New York, Pennsylvania, New Jersey, Delaware, Maryland & eastern Ohio

Brand	Number of Trials	Yield Difference	Moisture Difference	\$/Acre Difference	\$/Unit Difference	% Pioneer Wins
AGRIPRO	248	-12.6	-0.2	-\$37	-\$122	73
AGWAY	197	-8.7	-2.0	-\$31	-\$103	70
CARGILL	263	-9.4	-0.6	-\$28	-\$95	65
CHEMGRO (NOVARTIS)	98	-16.9	+1.1	-\$45	-\$150	84
CIBA SEEDS	761	-7.7	-0.1	-\$22	-\$74	65
NORTHRUP KING	197	-4.9	-1.6	-\$18	-\$61	58
DEKALB	878	-7.9	+0.2	-\$22	-\$74	64
DOEBLERS	343	-15.1	-0.4	-\$44	-\$146	80
EASTLAND	234	-9.7	-1.0	-\$31	-\$104	68
FIELDERS CHOICE	286	-20.3	-1.8	-\$62	-\$207	92
HUBNER	14	-24.3	-2.0	-\$74	-\$246	93
HYTEST	125	-15.3	-0.4	-\$45	-\$149	89
MYCOGEN	133	-8.5	-1.7	-\$30	-\$100	71
NC+	273	-14.6	-1.5	-\$46	-\$155	82

Adjusted gross income calculated with the price of corn at \$2.50 per bushel and drying costs of \$0.02 per point of moisture.

Yield is represented in bushels per acre at 15% moisture.

Technology That Yields®



PIONEER®

BRAND PRODUCTS

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