



## HAVE YOU HEARD OUR NEWS?

AgVenture and DuPont business Pioneer Hi-Bred have signed an agreement for Pioneer to acquire all shares of AgVenture, Inc. The transaction will close by year end. Pioneer will become the owner of AgVenture, Inc., the corporate business unit that leads the independent network of 39 Regional Seed Companies (RSCs). AgVenture CEO John Cassidy said, “AgVenture has always been unique in the marketplace – and we’re unique in this situation as well. With the new agreement, we anticipate that our AVI corporate leadership, personnel and location will remain the same. In addition, our network of 39 RSCs will remain independently owned and operated and fully autonomous. Together we’ll continue to build and accelerate what we do best – help each grower realize more profitability from every acre.”

As access to the right seed genetics and technologies is important to growers, access to the right seed industry players is important to our business. Since inception in 1983, AgVenture has looked at doing business in ways that best allow customers to get what they need to effectively enhance their profitability. This agreement is another innovative approach to doing business that allows the AgVenture and its RSC network to grow with confidence.

- **AgVenture RSC Autonomy** – We’re proud of our 39 independently owned and operated RSCs. One of the big benefits of this agreement is that it **preserves and enhances the autonomy of our RSCs**. That independence, and the ability to cooperate within the network, have made AgVenture unique to the seed industry and have powered its growth for 27 years. On a local level, your RSC and AgVenture Yield Specialists will continue to work with growers year-round and to apply the Maximum Profit System™.
- **Global Access, Local Adaptation** – Our RSCs have always been and will remain independently owned and operated. Your local AgVenture seed professionals will continue to test, select and place the right hybrids and varieties into each customer’s crop plan in a way that leads to maximum profit. Beyond that, we’ll be supported by the deepest pool of genetics and traits in the world. **Strong backing and local decisions** make this great news for our customers’ long term profitability.
- **Your AgVenture® Products** – This is an exciting opportunity for us to advance what we do best and further accentuate the AgVenture® brand and the VPMaxx® brand that AgVenture distributes under the Pioneer-owned trademark VPMaxx®. Our AgVenture brand seed products will continue to **source seed genetics and technology from multiple suppliers/platforms** to find the best hybrids and varieties for each individual farm and every field. We look forward to continuing our important industry relations that allow us to deliver the best-performing corn, soybean and alfalfa products to our growers.
- **AgVenture’s People** – You know us. You trust us to help you advance profitability on every acre, and **our AgVenture seed professionals**, from the AgVenture hub office in Kentland, Indiana to the 39 AgVenture RSC offices across the country, to your AgVenture Yield Specialist **are all here, doing business as usual** to assure your profitability from field to field and from year to year.

We look forward to this new chapter for all of us. It is an exciting future that promises to provide the tools we need for continued advancement. The backing of a fully-engaged partner assures us and our customers that striving for excellence will always be part of our culture.

**Join us as we move forward...to GROW WITH CONFIDENCE!**

AgVenture® is a registered trademark of AgVenture  
VPMaxx® is a trademark of Pioneer Hi-Bred  
VPMaxx® is distributed exclusively by AgVenture, Inc.

### AGVENTURE WEB BRIEF

AgVenture, Inc. | 207 N. Seventh St. | P. O. Box 29 | Kentland, IN 47951 | [www.agventure.com](http://www.agventure.com)