

# DuPont Expands PROaccess<sup>SM</sup>

Acquisition of AgVenture, Hoegemeyer Hybrids and NuTech Seed to close by end of 2010



AgVenture Mid-South CEO and General Manager Terry Dulaney, Clarksdale, MS

DUPONT HAS ENTERED into agreements to acquire AgVenture, Kentland, IN; NuTech Seed, Ames, IA; and Hoegemeyer Hybrids, Hooper, NE. The acquisitions are part of Pioneer Hi-Bred business' PROaccess<sup>SM</sup> strategy, which was introduced in December 2008.

"These three companies are well-regarded and have strong histories of providing valuable solutions," says Pioneer Hi-Bred President Paul E. Schickler. "We will continue to use our extensive germplasm base to bring unique and regionally adapted products for this channel."

The deals are all expected to close later in 2010. Financial terms were not disclosed. Pioneer's PROaccess strategy was introduced in December, 2008.

"We're confident that this is both a wise and an innovative business arrangement," says AgVenture CEO John Cassidy. "AgVenture has always been unique in the marketplace — and we're unique in this situation as well. With the new agreement, our AVI corporate leadership, personnel and location will remain the same.

AVI's network of 39 regional seed

companies (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," Cassidy says.

AgVenture was the first company in the country to announce its distribution agreement with Pioneer as it introduced the VPMaxx<sup>®</sup> brand distributed under the Pioneer-owned trademark.

## Pioneer-Owned Trademarks

The three seed companies will complement their existing product lineup with Pioneer-owned trademarks.

In addition to the AgVenture VPMaxx<sup>®</sup> brand, Hoegemeyer Hybrids has HPT<sup>®</sup> brand corn hybrids and soybean varieties while NuTech Seed has the G2<sup>®</sup> brand of corn hybrids and soybean varieties.

"We have unique agreements with each of our PROaccess<sup>SM</sup> distributors," Schickler says. "For these three seed companies, solidifying our relationship through acquisition will improve their ability to serve their customers' needs."

Existing independent PROaccess distributors include:

- Beck's Hybrids, Atlanta, IN distributor of XL<sup>™</sup> brand corn hybrids and soybean varieties.
- Burrus Hybrids, Arenzville, IL, distributor of Power Plus<sup>®</sup> brand corn hybrids and soybean varieties.
- Doebler's Pennsylvania Hybrids, Inc., Jersey Shore, PA, distributors of RPM<sup>®</sup> brand corn hybrids.
- Seed Consultants, Inc., Washington Court House, OH, distributor of Supreme EX<sup>®</sup> brand corn hybrids and soybean varieties.
- Terral Seed, Lake Providence, LA, agent for distribution of REV<sup>®</sup> brand corn hybrids and soybean varieties.

"The PROaccess strategy continues to be part of our ongoing commitment to expand the availability of Pioneer's unique, elite seed genetics using Pioneer-owned brands distributed through alternative routes to market. Ultimately, this will result in growers having more choices for high-performing products to increase their yields and income," Schickler explains.

*For more information:*

**AgVenture**, Kentland, IN  
(888-999-0859/[www.agventure.com](http://www.agventure.com))

**Beck's Hybrids**, Atlanta, IN  
(800-937-2325/[www.beckshybrids.com](http://www.beckshybrids.com))

**Burrus Hybrids**, Arenzville, IL  
(877-428-7787/[www.burrusseed.com](http://www.burrusseed.com))

**Doebler's Pennsylvania Hybrids, Inc.**, Jersey Shore, PA  
(800-853-2676/[www.doeblers.com](http://www.doeblers.com))

**Hoegemeyer Hybrids**, Hooper, NE  
(800-245-4631/[www.hoegemeyer.com](http://www.hoegemeyer.com))

**NuTech Seed**, Ames, IA  
(800-942-6748 /[www.nutechseed.com](http://www.nutechseed.com))

**Seed Consultants, Inc.**,  
Washington Court House, OH  
(800-708-2676/[www.seedconsultants.com](http://www.seedconsultants.com))

**Terral Seed**, Lake Providence, LA  
(800-551-4852 /[www.terralseed.com/](http://www.terralseed.com/))

## AgVenture Frequently Asked Questions

**Q: Have you heard about the new agreement between AgVenture and Pioneer?**

A: AgVenture, Inc.'s (AVI) four individual owners and DuPont business Pioneer Hi-Bred have signed a letter of mutual agreement that will finalize by year end. Pioneer Hi-Bred will become owners of AgVenture, Inc., the corporate business unit that leads the independent network of 39 Regional Seed Companies. Our network of Regional Seed Companies will remain independently owned and operated and fully autonomous.

**Q: With a new agreement, what's the news on AgVenture® branded products?**

A: The AgVenture® brand stands strong. This is an exciting opportunity for us to advance what we do best and further accentuate the AgVenture® brand. We will source seed genetics and technologies from multiple suppliers/platforms to find the best hybrids and varieties for each individual farm and every field. Post-transaction, we look to advance those relationships. We will continue to also develop the Pioneer-owned trademark, VP Maxx® as an important part of our business.

**Q: How does the agreement affect my access to my RSC and the adapted products I've come to count on?**

A: Each of our AgVenture Regional Seed Companies remains independently owned and operated. It will be business as usual for them and for their employees. In addition, they will have the backing of a solid seed company with a long-respected history of serving farmers. AgVenture RSCs will, continue to select and sell Pioneer's PROaccess<sup>SM</sup> products under the Pioneer-owned trademark, VP Maxx®, and AgVenture® branded products. Pioneer will continue to sell Pioneer® brand products. The agreement actually enhances each company's ability to focus on a distinct market segment; providing customers with the products and services they have come to trust toward advancing their profitability on every acre.

**Q. I am committed to AgVenture's Maximum Profit System and it's really advanced my yields, lowered cost per bushel and increased my overall profitability. Will MPS and the other AgVenture support and education programs continue?**

A. Absolutely! We will offer our growers the year-round, one-on-one support from their local AgVenture RSCs and their AgVenture Yield Specialists. We will work with growers to apply tools and techniques including Maximum Profit System, AgVenture Profit Plot and AgVenture University programs, etc. We'll do what we do best and advance the AgVenture® brand to help you gain more profitability from every acre.

**Q. Does the agreement mean even greater access to genetic and technology resources?**

A: It sure does! In addition, this agreement allows us continued access to Pioneer's extensive genetic and technology pool. This agreement not only allows permanent/indefinite access to Pioneer's extensive pool, but also allows us to access other genetic suppliers through AgVenture® brand as well. Your RSC's ability to select and adapt from that resource, combined with access from multiple suppliers fortifies our offerings to you.