

# National FFA Ag Sales CDE

## Product Information

### Pioneer

Company information

[https://www.pioneer.com/us/about-us.html#anchor\\_1](https://www.pioneer.com/us/about-us.html#anchor_1)

## Sales Territory

You are a salesperson for Pioneer in the area around Arkansas City, Arkansas.

## Products

### Corn Hybrids

P1289YHR

P1608YHR

P1718VYHR

P1847VYHR

P1870YHR

P2042VYHR

We are using 2 options on Corn trait packages:

YHR = Intrasect

VYHR = Leptra

(See portion of 2023 Corn Product Use Guide in materials)

**P1289YHR** – This is an early maturity hybrid for this region. It's not likely going to be a hybrid to prospect with unless it fits the exact request of a farmer. It's a very versatile hybrid on the farm. It can be placed on medium to high fertility soils. We have better options for high stress, low fertility fields. This hybrid is a safe one – no major agronomic issues to be concerned about. Many use it for early planting and early harvest, even though it will usually be out-yielded by the other hybrids on this list because they are fuller season. It's something to get going with in the spring and fall. It also has good test weight and is used as a food grade option at some elevators.

**P1608YHR** – This is a fuller season hybrid than the P1289YHR. It's a very versatile hybrid on the farm. It can be placed on medium to high fertility soils. We have better options for high stress, low fertility fields. This hybrid is a safe one – no major agronomic issues to be concerned about. Since it is fuller season than P1289YHR it's desired more by

farmers. It has more yield potential than P1289YHR, but will be out-yielded by a few other hybrids on this list. It also possesses high test weight.

**P1718VYHR** – This is a very high yield, high management hybrid that needs to be placed on high fertility acres. It also needs to be placed on well drained soils and likes a lot of nitrogen. It represents being a high risk high reward type of hybrid. It is a tall hybrid in some seasons, and some farmers may not like that.

**P1847VYHR** – This is “old trustee.” We’ve been selling this hybrid for a long time, but it still performs at a high level. It was our leader hybrid for a long time but it’s starting to fall in demand because the other hybrids are newer and starting to out-yield it. Farmers liked this hybrid because it was highest yielding hybrid for a long time and it was incredibly consistent. It could be placed in almost any yield environment and could be managed in a number of ways and it always met expectations. Because of that, people still plant it. It possesses high test weight and makes many food grade lists and many elevators. The only weakness of this hybrid is that it can be too tall, and the root strength is below average. We have experienced root lodging on the farm over years.

**P1870YHR** – This is the most tough and rugged hybrid on this list. It is used only on low fertility, challenging southern soils. It can go on everything from sandy soils to poorly drained clays. It offers the lowest yield potential on average to high fertility soils, but the best and most consistent yield in historically low yielding fields. It has the best overall agronomic package of any hybrid on the list too, and is a short stature hybrid with strong stalks that can be harvested late. Test weight is also high on this one and is on some food grade lists.

**P2042VYHR** – This is a very high yield, high management hybrid that needs to be placed on high fertility acres. It also needs to be placed on well drained soils and likes a lot of nitrogen. It represents being a high risk high reward type of hybrid. It’s on the full season side of things being that it’s 120 day maturity, but they sell a lot of it in the south. It is often packaged on the farm with P1718YHR for high yielding acres.

## Corn Hybrid Pricing

Cost per bag of Seed Corn Is \$375 / bag for any hybrid before discounts

- One unit of seed contains 80,000 kernels which will typically plant around 2.3-2.5 acres depending on the growers seeding rates
  - 34,000 seeds/acre is a common seeding rate, but some folks can be as low as 18,000 seeds/acre or as high as 38,000 seeds/acre depending on fertility levels of a field

## Refuge Corn Hybrids

P1870R  
P1197LR

R= Roundup Ready  
LR= Libertylink and Roundup Ready

In the southern corn growing regions of the U.S. the EPA does not allow seed companies to sell corn hybrids with refuge corn blended in the bag, like we get to do in the Midwest. Farmers must plant 20% of their corn with separate structured areas of the field. So 20% of the corn order must consist of P1197LR or P1870R. The ratio of which refuge hybrid total that the farmer orders will depend on what maturity of the traited corn he/she orders. P1197LR is a 111 day hybrid and P1870R is a 118 day hybrid.

## Corn Refuge Hybrids Pricing

- The cost of one unit of refuge corn will around \$270 units because it does not contain Bt traits for insect control
- One unit of seed contains 80,000 kernels which will typically plant around 2.3-2.5 acres depending on the growers seeding rates
  - Refuge corn is planted at the same rate as field corn it is grown with.

## Soybean Varieties

P37A18E  
P42A84E  
P45A81E  
P48A14E

## Soybean Variety Pricing

The cost of one unit of beans is \$75 per unit

- One unit of seed contains 140,000 seeds which will typically plant 1 acre.
  - 140,000 seeds/acre planting is a common average, but some folks can be as low a 120,000 seeds/acre or as high as 180,000 seeds per acre depending on fertility levels of a field

## Discounts Schedule/Company Policy

If a grower places their order before December 31<sup>st</sup>:

### **Grower qualifies for a 25% Overall Discount on total seed purchase:**

- If the grower is 100% Pioneer across the farm
- Or - grower increases Pioneer share of farm by >10% from last year
- Or – grower increases Pioneer share of farm by > 100 acres (qualifier for small farmers)
- Benefits of this high level discount:
  - 100% replant on corn
  - 100% replant on soybeans
  - Free access to our precision ag software

### **Grower qualifies for a 20% Overall Discount on total seed purchase:**

- If the grower maintains >90% of his Pioneer order from previous year
- Benefits of this high level discount:
  - 100% replant on corn
  - 75% replant on soybeans
  - Free access to our precision ag software

### **Grower qualifies for a 15% Overall Discount purchase:**

- If the grower places an order with Pioneer prior to December 31<sup>st</sup>
- Benefits of this high level discount:
  - 100% replant on corn
  - 50% replant on soybeans
  - Free access to our precision ag software

\*\*On the 31<sup>st</sup> of each following month, the discount percent is reduced by 5% for each level as each month passes to incentivize an early purchase.