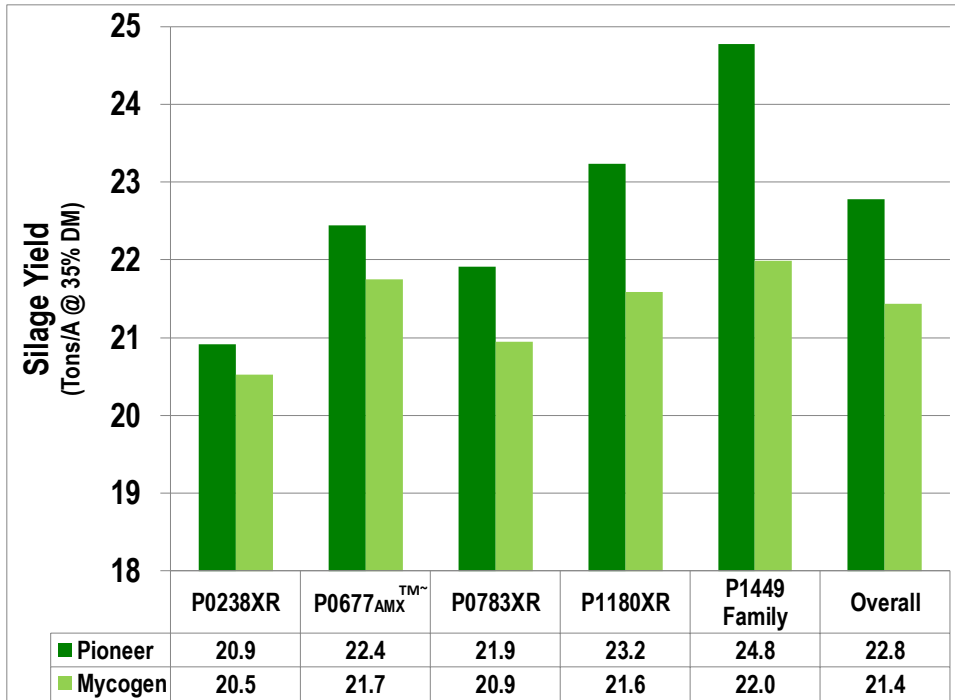




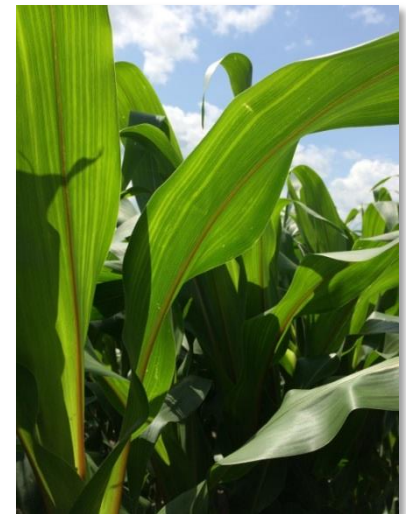
Pioneer[®] brand BMR Corn Silage vs. Mycogen BMR Corn Silage: 2015

Corn Silage Yield of Pioneer vs. Mycogen

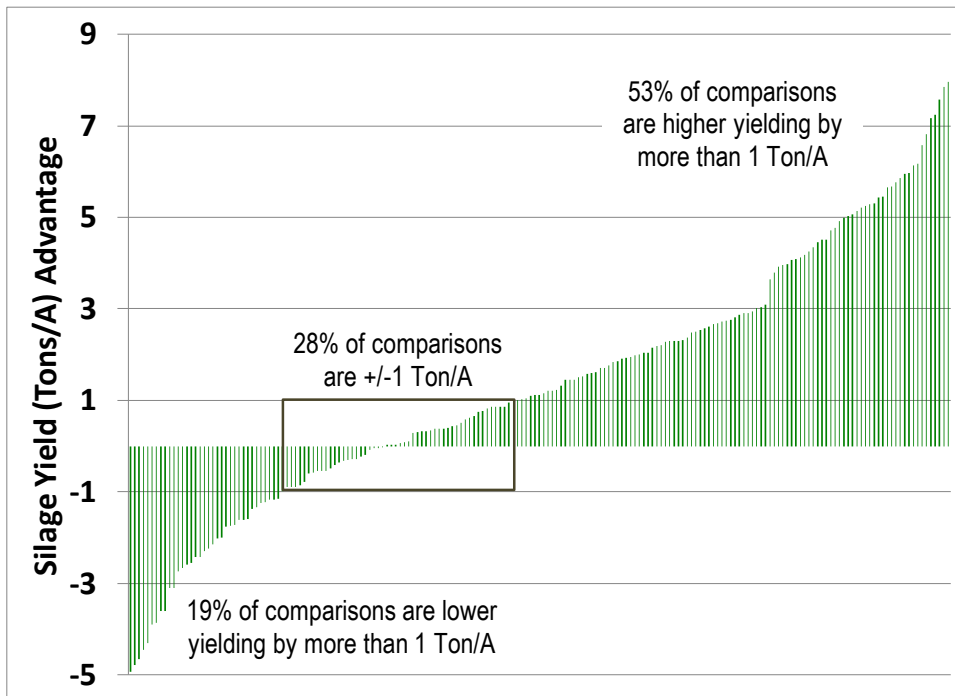


Pioneer BMR Products — Proven Performance for Silage Yield and Quality

In 160 comparisons, Pioneer BMR products delivered superior yields in a variety of conditions, averaging 1.3 tons per acre more than Mycogen BMR products.



Silage Yield Advantage for Pioneer BMR Products

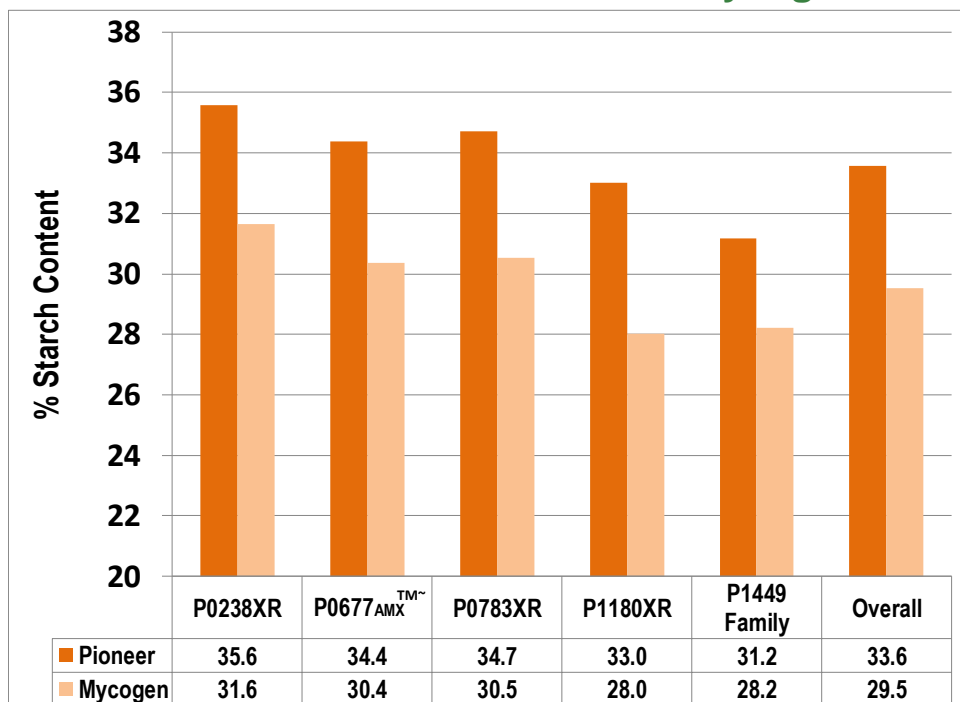


Note: Data as of Oct 21, 2015, from Pioneer GrowingPoint[®] agronomy plots in the Upper Midwest, Northeast U.S. and Southern Ontario in 2015. There were a total of 189 yield comparisons against Mycogen BMR products with similar maturity and DM content at harvest.



Pioneer[®] brand BMR Corn Silage vs. Mycogen BMR Corn Silage: 2015

Starch Content of Pioneer vs. Mycogen

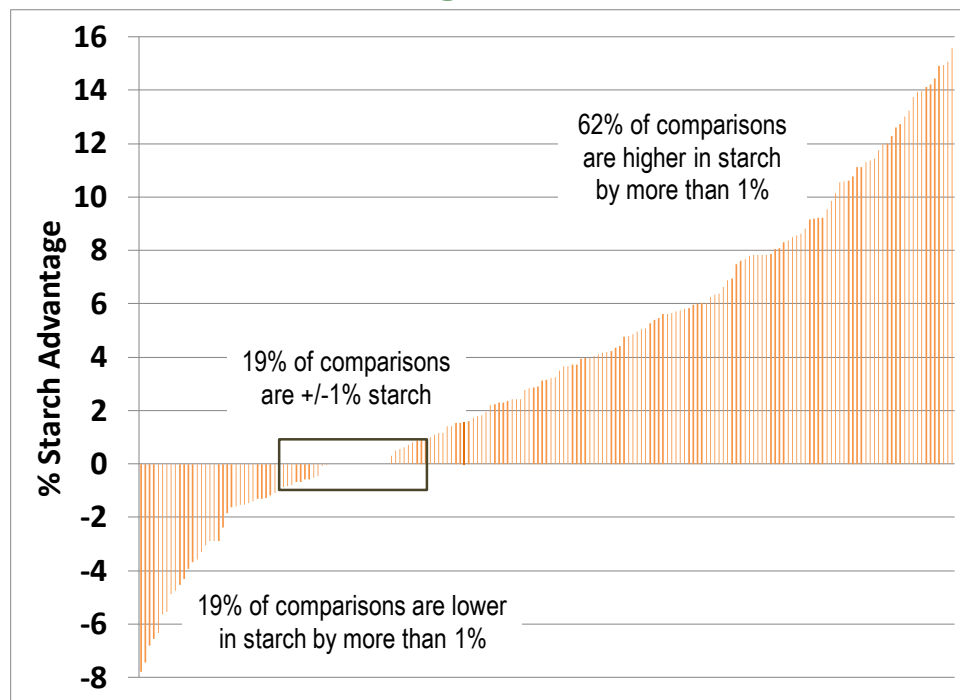


Pioneer BMR Products — Proven Performance for Silage Yield and Quality

High starch content of Pioneer BMR corn silage averaged 4.0% more starch than Mycogen BMR corn silage in 175 Pioneer GrowingPoint[®] plot comparisons.



Starch Content Advantage for Pioneer BMR Products

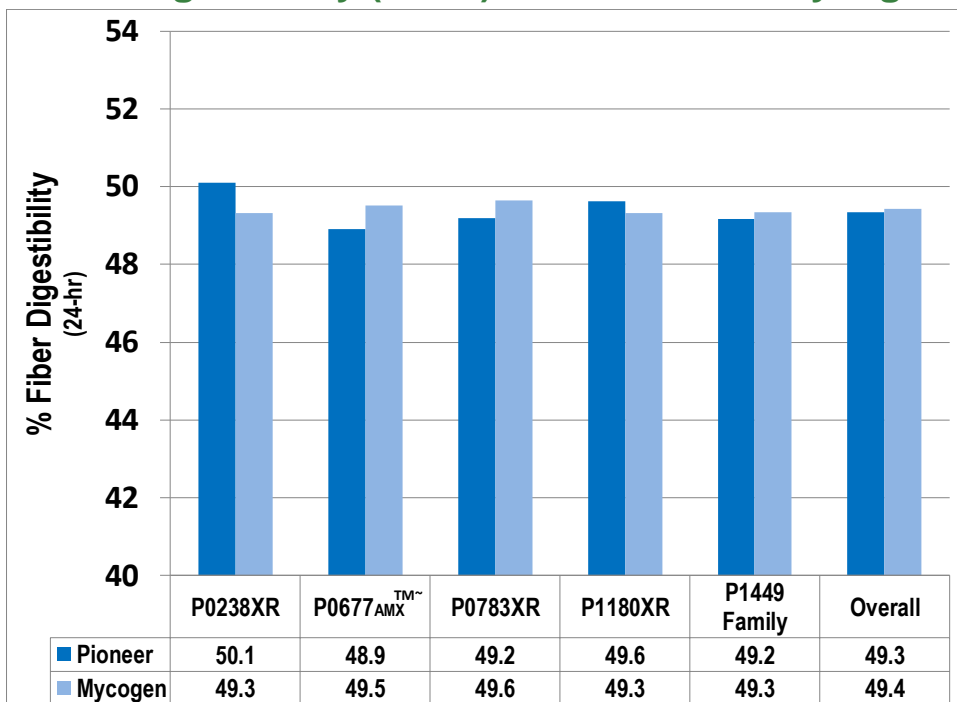


Note: Data as of Oct 21, 2015, from Pioneer GrowingPoint[®] agronomy plots in the Upper Midwest, Northeast U.S. and Southern Ontario in 2015. There were a total of 175 forage quality comparisons against Mycogen BMR products with similar maturity and DM content at harvest.



Pioneer[®] brand BMR Corn Silage vs. Mycogen BMR Corn Silage: 2015

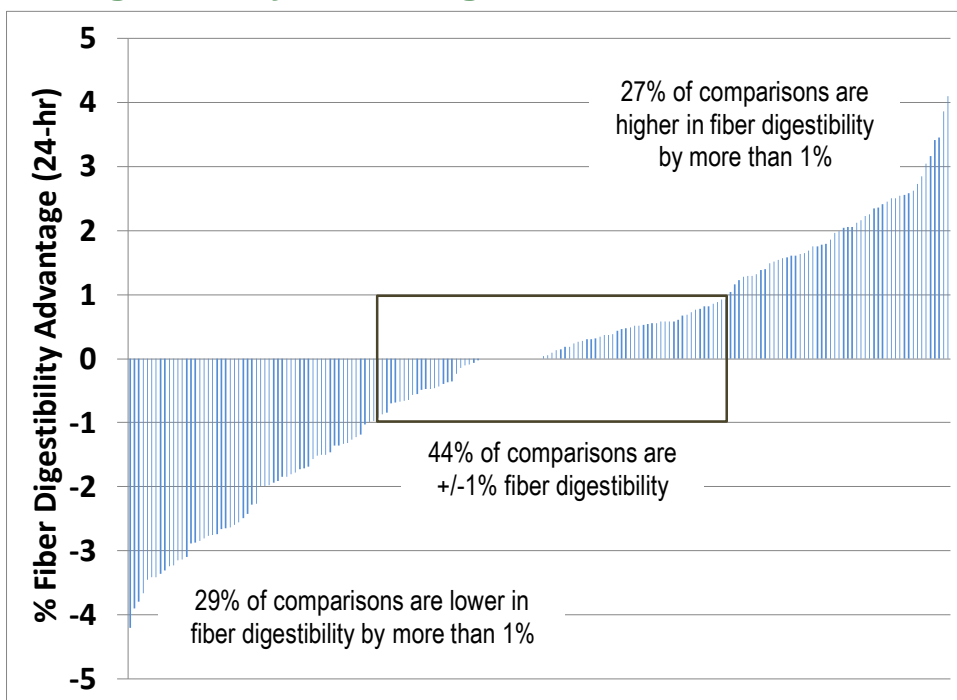
Fiber Digestibility (24-hr) of Pioneer vs. Mycogen



Pioneer BMR Products — Proven Performance for Silage Yield and Quality

Pioneer BMR products offer the proven benefit of low lignin and high fiber digestibility to your feed ration.

Fiber Digestibility Advantage for Pioneer BMR Products



Note: Data as of Oct 21, 2015, from Pioneer GrowingPoint[®] plots in the Upper Midwest, Northeast U.S. and Southern Ontario in 2015. There were a total of 175 forage quality comparisons against Mycogen BMR products with similar maturity and DM content at harvest.



Inside the ZONE[®]

NEWSLETTER



www.pioneer.com/silagezone @PioneerForage

Data is based on average of 2015 comparisons made in the Upper Midwest, Northeast U.S. and Southern Ontario through Oct. 21, 2015. Comparisons are against Mycogen BMR products with similar maturity and DM content at harvest, unless otherwise stated, and within +/-8 RM of the competitive brand. Product responses are variable and subject to any number of environmental, disease and pest pressures. Individual results may vary. Multi-year and multi-location data are a better predictor of future performance. **DO NOT USE THIS OR ANY OTHER DATA FROM A LIMITED NUMBER OF TRIALS AS A SIGNIFICANT FACTOR IN PRODUCT SELECTION.** Refer to www.pioneer.com/products or contact a Pioneer sales representative or authorized dealer for the latest and complete listing of traits and scores for each Pioneer[®] brand product.

~The minor component of this AM blend product is not a Brown MidRib corn hybrid.

All Pioneer products are hybrids unless designated with AM1, AM, AMT, AMRW, AMX and AMXT, in which case they are brands.

Silage CRM: Silage Comparative Relative Maturity. With no industry standard for silage maturity, comparing maturity and harvest moisture across various company's corn-for-silage hybrids can be difficult. Pioneer silage CRM ratings provide a relative comparison among Pioneer hybrids of rates at which hybrids reach harvestable whole plant moistures. It is on the same scale as the CRM rating provided for grain-corn hybrids and does not represent actual days from planting or emergence to harvest moisture or half milkline. **Tons/Acre (35% DM):** whole plant yield adjusted to 35% dry matter. **% DM:** percent dry matter of whole plant at harvest. **% Starch:** Percent starch (DM basis) in the whole plant. **% Fib Dig (24-hr):** percent degradable neutral detergent fiber (as a percent of total NDF, DM basis) in whole-plant samples in a 24-hour period.

Caution should be used when making hybrid decisions based on single/limited plot comparisons. A minimum of 20 side-by-side hybrid comparisons is required for valid yield and nutritional comparisons.



AMX - Optimum[®] AcreMax[®] Xtra Insect Protection system with YGCB, HXX, LL, RR2. Contains a single-bag integrated refuge solution for above- and below-ground insects. In EPA-designated cotton growing counties, a 20% separate corn borer refuge must be planted with Optimum AcreMax Xtra products. **YGCB, HXX, LL, RR2** (Optimum[®] Intrasect[®] Xtra) - Contains the YieldGard[®] Corn Borer gene and the Herculex XTRA genes for resistance to corn borer and corn rootworm. **HXX** - Herculex[®] XTRA contains the Herculex I and Herculex RW genes. **LL** - Contains the LibertyLink[®] gene for resistance to Liberty[®] herbicide. **YGCB** - The YieldGard[®] Corn Borer gene offers a high level of resistance to European corn borer, southwestern corn borer and southern cornstalk borer; moderate resistance to corn earworm and common stalk borer; and above average resistance to fall armyworm. **RR2** - Contains the Roundup Ready[®] Corn 2 trait that provides crop safety for over-the-top applications of labeled glyphosate herbicides when applied according to label directions. Herculex[®] XTRA Insect Protection technology by Dow AgroSciences and Pioneer Hi-Bred. Herculex[®] and the HX logo are registered trademarks of Dow AgroSciences LLC. YieldGard[®], the YieldGard Corn Borer Design and Roundup Ready[®] are registered trademarks used under license from Monsanto Company. Liberty[®], LibertyLink[®] and the Water Droplet Design are trademarks of Bayer.

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