

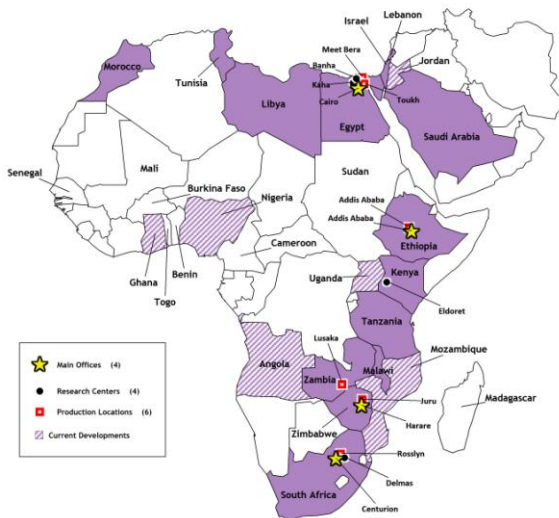
DuPont Pioneer in Africa & Middle East



History in Africa:

DuPont Pioneer has been working for decades in Africa and the Middle East to help farmers significantly increase agricultural productivity and food production through improved crop yields. Through the use of better technology, genetics, and agronomic practices, Pioneer is increasing agricultural production. The Africa & Middle East business currently focuses on three key markets:

- **South Africa:** Pioneer's South African operation is the largest in Africa. In South Africa, Pioneer is supporting a mix of large- and small-scale farmers, in both irrigated land and dry areas.
- **East & South Central Africa (ESCA):** The Pioneer ESCA team is committed to improving farmer productivity and profitability and seeks to have a positive impact on the community.
- **North Africa & Middle East:** The business in Egypt focuses primarily on the Nile Delta, which is a highly fertile, irrigated area.



Sustainable Agriculture:

Across Africa and Middle East, Pioneer sees agriculture as a foundation for economic growth. Better quality seeds and more advanced farming practices can improve nutrition, the standard of living, and overall agricultural productivity. Aside from business investments, Pioneer focuses on sustainable agriculture and development and provides:

- Expertise in the areas of agronomy and farming best practices.
- Proven agri-business approaches, best practices and marketing expertise.
- Seed and grain value-chain knowledge and products.
- Seed and trait research collaboration.
- Public / private sector partnerships.
- Regulatory knowledge and capacity building.

Pioneer believes that agricultural sustainability is not a one-time effort but a commitment long-term. This provides mutual sustainable growth.

**Foreign Agricultural Service, Official 2011 USDA Estimates.*

Quick Facts:

- **Employees:** More than 300 regular, full-time employees in Africa.
- **Customers:** More than 560,000.
- **Distribution:** Dealers, farmer dealers, agricultural cooperatives, and sales representatives.
- **Average Farm Size:** Ranges from a half hectare to 600 hectares.
- **Recent Investments:** In 2011, Pioneer invested in a new Seed Conditioning Facility in Ethiopia.
 - Opened new research center in Eldoret, Kenya in 2009.
 - Began production in Lusaka, Zambia, and invested in seed conditioning facility in 2009.
 - Invested in a cold storage facility in Rosslyn, South Africa, in 2009.
 - Developed a research center at Delmas, South Africa.
- **Maize Crop Area:** *32.4 million total hectares harvested.
- **Our Philosophy:** Our relationships with African farmers goes beyond selling seed – we work closely with farmers of all sizes to share knowledge in seed production, farming practices and land management.



“Linking farmers to products and enabling them to maximize productivity is an important aspect of the go-to-market approach for Pioneer in Africa. With its high yielding hybrids, and hand-in-hand work with farmers, Pioneer is helping commercial farmers build stronger businesses. Pioneer is also helping emerging small holder farmers not only just survive, but achieve improvements in productivity and in their livelihood.”

- **Worede Woldemariam**, East and South Central Africa senior business manager