

**PIONEER**  
HUNDRED YEARS

Turn the page to see  
what was, what's now  
and what's next.

# ONE HUNDRED STARTS WITH ONE.

One hundred years ago, Henry A. Wallace and the founders of Pioneer revolutionized farming by commercializing hybrid seed corn. Today, the Pioneer® brand continues to honor their legacy with our relentless pursuit of what's next.

To celebrate a century of innovation, we've brought together what was, what's now and what's next to recognize all the moments that add up to this one big milestone. Because one changes everything.

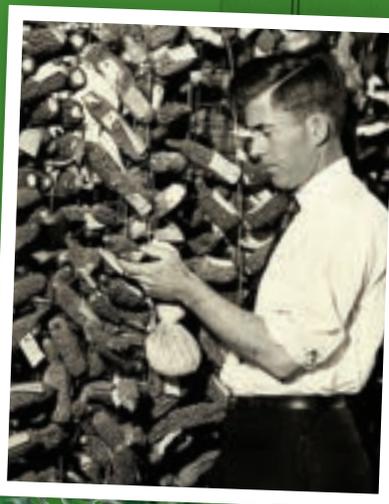
Explore a century of innovation at [Pioneer.com/100](http://Pioneer.com/100).



## The One That Started It All

### Copper Cross

Developed by Henry A. Wallace and launched commercially in the 1920s, Copper Cross corn hybrid set a new standard for corn yield and performance – ushering in a new era of farming.



*Hi-Bred  
Corn*

WATCH FOR OUR TRADE MARK



All Genuine HI-Bred Seed is Tagged as Above

Developed—  
Not Discovered

Made to Fit—  
Not Found by Chance

Winner Iowa  
Yield Test 1925-1926

RED CORN COMPANY  
Grimes, Iowa

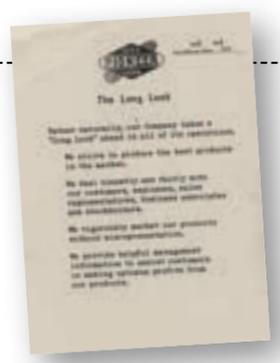
### The Hybrid Revolution

As horses gave way to horsepower and jet engines took flight, the Pioneer® brand legacy was taking root. In 1926, corn yields averaged 25.7 bushels per acre. Less than 20 years after hybrids were introduced, the average yield topped 33.1 bushels per acre, a ~30% gain in yield.



### The One That Raised The Bar

**Pioneer Hi-Bred 354**  
A standout hybrid that helped shape modern agriculture, 354 gave farmers a dependable choice for maximizing yields.



**1952**  
The Pioneer *Long Look* business philosophy was created to highlight our history and set the standard for how we still do business today.



**1976**  
Pioneer became the seed corn market leader in North America.

Continue on the next page >>>

**1926**  
The Hi-Bred Corn Company was established.



**1935**  
The company added "Pioneer" to the name to set itself apart from emerging competitors.

### The One that Survived the Dust Bowl

**Pioneer Hi-Bred 307**  
During the Dust Bowl, Pioneer Hi-Bred 307 rose above the devastation. As 30% of Iowa's corn acres failed in 1936, 307 became a lifeline—selling over 500,000 units and remaining in the lineup until 1963, one of the longest-running hybrids in Pioneer history.



### The Golden Age of Crop Science

As the space age took off, Pioneer was exploring new frontiers with advancements in agronomy research, expertise and crop offerings. Innovations in breeding, mechanization and agronomic practices tripled corn yields from 37.2 bushels per acre in 1946 to 118 in 1985, while soybeans rose from 20.5 to 34.1 bushels per acre.



**1949**  
Annual sales of Pioneer® brand seed corn in North America passed the million-unit mark.

**1941**  
Henry A. Wallace was elected U.S. Vice President under President Franklin Delano Roosevelt.



### Ag Stands Together

During WWII, Pioneer rose to the challenge, developing high-yielding corn hybrids to support the surging demand for food. As men served overseas, women stepped into essential roles on farms and at agricultural businesses like Pioneer, keeping production strong on the home front.

**1958**  
Pioneer opened York, Nebraska research center to enhance drought tolerance research efforts.



**1960s**  
Pioneer established the first official winter nursery, enabling year-round seed production and faster genetic progress.

**1964**  
The iconic trapezoid symbol was revealed.



**Seed Bag Evolution**  
After some trial and error, Pioneer introduced the iconic paper seed bag in the 1960s.

### 1973: A New Seed Takes Root

Pioneer brought its proven plant breeding rigor to soybeans, officially adding them to the lineup to better serve growers.



**1970**  
The company changed its name to Pioneer Hi-Bred International, Inc., and established a separate overseas subsidiary. It became a publicly-traded company in 1973.

### The One That Set A New Standard

**Pioneer® Brand Hybrid 3780**  
Introduced in 1971, 3780 earned a reputation for superior performance and fast drydown. It drove rapid market growth, selling over a million bags annually for more than a decade.



1986 – 2010

### The Biotech Boom

We ushered in the digital age with another yield explosion, driven by our groundbreaking advancements in genomics. During the biotech boom, average corn yields climbed by more than 30 bushels per acre, while soybean yields rose by nearly 30%, marking another leap forward in productivity.



1991

Pioneer® brand became the #1 brand of soybeans in North America.

### The Popular One

#### Pioneer® Brand 3394

By the mid-1990s, 3394 outsold all other corn hybrids due to its adaptability, agronomics and yield. If it were a stand-alone seed company, it would have ranked second only to Pioneer in market share.



1996

Pioneer began genomics efforts in corn.



1999

DuPont became 100% owner of Pioneer.



2011 – Today

### Advanced Breeding and Beyond

Advanced breeding, biotechnology and agronomic innovations have powered us into our latest era with exciting breakthroughs on the horizon.

In just 14 years, average corn yields climbed more than 30 bushels per acre, while soybeans gained another 10 bushels per acre.



2010

Pioneer introduces Optimum® AQUAmax® hybrids – the first to use managed environments to boost yields in water-limited environments.

2010

Pioneer brought the benefits of biotech directly to consumers with the introductory launch of Plenish® high oleic soybeans, achieving a full launch in 2012.



2010

Pioneer leads biotech stewardship with the approval of Optimum® AcreMax® 1 and Optimum® AcreMax® RW insect protection as the first integrated refuge management solution for corn rootworm.



2017

Pioneer® brand Qrome® corn products introduced with full launch in 2019, combining advanced genetics and insect protection to help farmers combat corn rootworm.



2017

Our soybean innovation took a leap forward with the launch of Pioneer® brand A-Series soybeans.



2019

Following the 2015 merger of Dow and DuPont to form DowDuPont, Pioneer became the flagship seed brand of the newly created agriculture company, Corteva Agriscience.



**CORTEVA**  
agriscience

2019

Pioneer® brand Enlist E3® soybeans launched, a major step forward in seed technology for herbicide tolerance.



2023

Pioneer introduced Vorceed® Enlist® corn, delivering the next generation of corn rootworm technology.



2026

Pioneer is coming full circle as part of a seed-focused agriculture company, celebrating a century of innovation—a milestone that wouldn't be possible without farmers.



2024

Alex Harrell of Leesburg, Georgia, shattered the world record for soybean yield with an astounding 218.3 bushels per acre - using Pioneer® brand Z-Series product P49Z02E.



2024

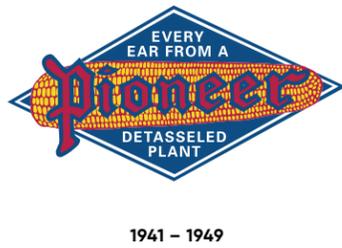
Pioneer introduced high-yield potential, high-performing Z-Series soybeans.



2023

David Hula of Charles City, Virginia, set a new world record for corn yield of 623.84 bu/A with Pioneer® brand hybrid P14830VYHR.





# The Long Look

The "Long Look," originally written in 1952, has reflected the Pioneer® brand business philosophy since our incorporation in 1926. While we have added and subtracted many products and services from our core seed corn business over the years, our "Long Look" has remained constant. This philosophy – our attitude toward research, production, marketing, and the worldwide network of Pioneer people – will always stay true to the four simple statements of business policy:

1. We strive to produce the **best products** on the market.
2. We **deal honestly and fairly** with our customers, employees, sales representatives, business associates and shareholders.
3. We **vigorously market our products without misrepresentation.**
4. We provide helpful management information to **assist customers in making optimum profits** from our products.





Agrisure® is a registered trademark of, and used under license from, a Syngenta Group Company. Agrisure® technology incorporated into these seeds is commercialized under a license from Syngenta Crop Protection AG.

Roundup Ready® is a registered trademark of Bayer Group.

LibertyLink® and the Water Droplet Design are trademarks of BASF.

The transgenic soybean event in Enlist E3® soybeans is jointly developed and owned by Corteva Agriscience and M.S. Technologies L.L.C.

Enlist One® and Enlist Duo® are not labeled for use in all 50 states. To find product labels, state registration status, and additional resources about the Enlist® weed control system and its availability, visit [Enlist.com](http://Enlist.com). Additional stewardship information on Enlist crops and to review seed product use guide details, visit [traitstewardship.com](http://traitstewardship.com).

Pioneer® brand products are provided subject to the terms and conditions of purchase which are part of the labeling and purchase documents. ™ ® Trademarks of Corteva Agriscience and its affiliated companies. © 2025 Corteva. 021905 PIO (11/25)