



## Crop Insights Modules - Overview

- Pioneer Crop Insights publications have been modularized for Pioneer sales professionals to earn credit for completing on-line modules
- Crop Insights are Pioneer extension-like publications on current agronomic and agronomy research topics and are available for Pioneer sales professionals to communicate/distribute to growers or reference for information



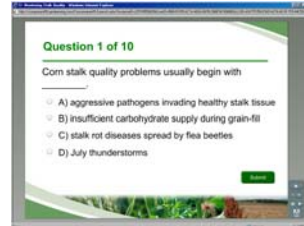
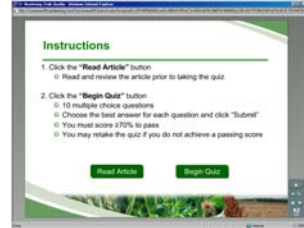
## Crop Insights Modules - Features

- Available on targeted Crop Insights
- Quiz on article or articles
- Accessible 24/7 in Pioneer Sales Learning Center
- No-cost CEUs for Pioneer CCAs
- Completions automatically submitted to CCA program
- Available for non-CCA sales professionals also



## CCA Support for Pioneer Sales Professionals

- > 1/3 of North America sales force are CCA (employees and non-employees)
- Past CCA Support:
  - Reimbursement for exam and CEU fees
  - CEUs for local agronomy training events
- Current CCA Support:
  - Reimbursement for exam and CEU fees
  - CEUs for local agronomy training events
  - CEU-approved web-based training modules on current product, agronomic, systems, and sales topics



### Modules Currently Available

- CI: Influence of Tillage on Yield
- CI: Hybrid Population Response
- CI: Narrow-Row Corn Production
- CI: Drought Tolerance in Pioneer Hybrids
- CI: Drought Tolerance Characterization
- CI: Performance of Hybrids with HXX
- CI: Spread of WBC in the Corn Belt
- CI: Planting Date and N Effects with HX
- CI: CRP Land Going into Crop Production
- CI: Foliar Fungicide Effects on Yield
- CI: Hybrid Maturity Switches
- CI: Common and Southern Rust in Corn
- CI: Flooding Impact on Crops
- CI: Managing White Mold of Soybeans
- CI: Diverse Genetics to Increase Yields
- CI: Monitoring Stalk Quality
- CI: Stress Emergence in Corn
- CI: Early Season Frost Damage to Corn

### Modules Available Fall 2009

- CI: Assessing and Managing Corn N Losses
- CI: BMPs for Corn-After-Corn Production
- CI: Foliar Fungicides for Gray Leaf Spot
- CI: Corn High-Yield Production Practices
- CI: Lessons From Early-Planted Corn
- CI: Phytophthora Root and Stem Rot
- CI: Maximizing Soybean Yields - Agronomy
- CI: Maximizing Soybean Yields - Pests
- CI: Pioneer Drought-tolerant Corn Hybrids
- CI: Hybrid Response to N Fertilizer
- CI: Wind Lodging Effects on Corn

## User FEEDBACK

The quality training materials provided by Crop Insights are a quick and easy way to improve agronomy knowledge to better position our products. The online training is a great way to earn credits and maintain my state and federal Crop Adviser Certification."

Erik Vieselmeyer, Sales Representative with Vieselmeyer Seed  
Holyoke, Colorado

"They [Crop Insights CEUs] are an easy way to get credit...they are more relevant to our needs (articles) in learning than the ones on the CCA website. Everything was great about them."

Ron Jantz, Sales Representative with Jantz Seeds  
Montezuma, Kansas

"The Crop Insights CCA CEUs were very informative. I could complete them when I had time and do it from the convenience of my own home. This is a great addition to the Pioneer sales 'box of tools' to stay informed and up-to-date."

Guy Jones, Sales Representative  
Ogallala, Nebraska

## BottomLINE

Coupling Pioneer Crop Insights publications with a quiz and CEUs helps Pioneer Sales Professionals keep on top of current agronomic knowledge