



**DuPont™  
Lumivia™**  
insecticide seed treatment



## See how early protection pays off.

The new Pioneer Premium Seed Treatment (PPST) 250 offering with DuPont™ Lumivia™ insecticide seed treatment is available exclusively on select new Pioneer® brand corn for 2015\*

### Improved yield advantage

Across all locations, PPST 250 *plus* Lumivia™ insecticide showed an average yield advantage of 2.6 bu/acre vs. PPST 250 alone

In responsive locations, PPST 250 *plus* Lumivia™ insecticide showed an average yield advantage of 8.1 bu/acre<sup>1</sup>

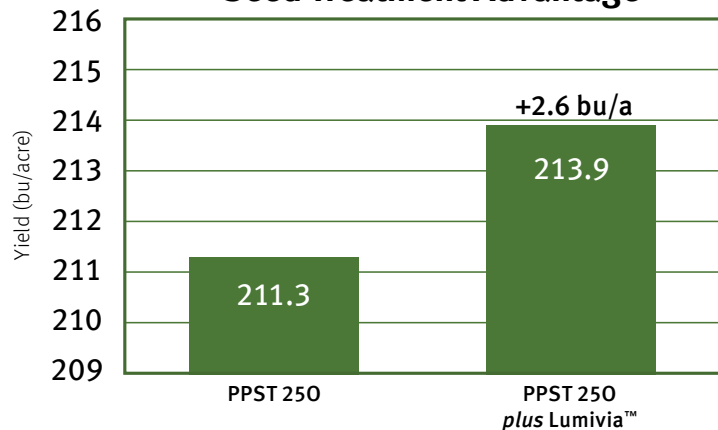
### Uniform, healthy stands

Broad spectrum pest protection for consistent emergence and vigor under early-season stress

### New mode of action

Novel insecticide technology provides rapid feeding cessation for immediate protection of seed

### Lumivia™ Insecticide Seed Treatment Advantage



Source: 2013–2014 DuPont Pioneer research trials, 160 locations, 59.4% positive yield response







## Uniform, healthy stands & improved yield potential



	PPST 250 <i>plus</i> Lumivia™	Activity & Benefits
Fungicide	<b>Maxim® Quattro</b>	Protection against seedling decay, damping off, seedling blight and disinfestant activity against seed-borne diseases.
Insecticide 1	<b>Cruiser® 5FS</b>	Protection against early-season insect feeding.
Insecticide 2	<b>DuPont™ Lumivia™ insecticide seed treatment</b>	Enhanced activity against early-season insect pests.
Amendment	<b>Biological</b>	Enhanced early-season plant performance.

May 22, 2014. Jefferson City, MO. 2014. Plot size: 4 rows X 20 feet;  
Seeding rate: 40 seeds per row (20 feet).

# Enhanced efficacy against a broad-spectrum of seed-attacking pests

	Pest	PPST 250	PPST 250 <i>plus</i> Lumivia™
	Wireworm	★ ★	★ ★ ★
	White Grub	★ ★	★ ★ ★
	Grape Colapsis	★ ★	★ ★ ★
	Black Cutworm	★ <sup>3</sup>	★ ★ ★
	Seed Corn Maggot	★ ★	★ ★ ★
	Fall Armyworm (early season)	—	★ ★ ★
	Flea Beetle	★ ★ ★	★ ★ ★

For corn nematode and corn rootworm insect control consider Pioneer IST 1250 offering<sup>2</sup>

<sup>3</sup>labeled for protection (Cruiser® 5FS)

<b>KEY</b>	—	No Control
	★	Suppression
	★ ★	Control
	★ ★ ★	Above Average Control

\*PPST 250 is the Pioneer Premium Seed Treatment offering that includes a fungicide, insecticide, and biological.

Supporting Pioneer® GrowingPoint® Agronomy Research Update on PPST 250 *plus* Lumivia™ can be referenced on Pioneer.com website at: [www.pioneer.com/home/site/us/pioneer\\_growingpoint\\_agronomy](http://www.pioneer.com/home/site/us/pioneer_growingpoint_agronomy)

<sup>1</sup> 2013 – 2014 agronomy research and on-farm locations (160 Locations):

- Across all locations, PPST 250 *plus* Lumivia™ insecticide seed treatment showed an average yield advantage of 2.6 bu/acre (yield increase at 59.4% of locations) over PPST 250 alone.
- In responsive locations (95/160 locations) PPST 250 *plus* Lumivia™ insecticide seed treatment showed an average yield advantage of 8.1 bu/acre.

<sup>2</sup> Products treated with PPST 250 *plus* Lumivia™ have shown a 2.6 bushel/acre yield advantage on average over products treated with PPST 250. Data is based on average of all 2013-2014 comparisons through Nov. 26, 2014 made in 160 on-farm and Pioneer® GrowingPoint® agronomy research trials with a positive yield response in 59.4% of trials. Product responses are variable and subject to a variety of environmental, disease, and pest pressures. Individual results may vary.



<sup>2</sup> Pioneer IST 1250 offering includes Poncho®/VOTIVO® 1250. Poncho® 1250 + VOTIVO is a blend of Poncho/VOTIVO and Poncho® 600. Poncho® and VOTIVO® are registered trademarks of Bayer. Some of the information set forth in the document may be based on statements by the manufacturers. All products are trademarks of their manufacturers.

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