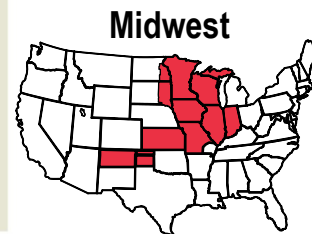




The miracles of science™

2014 TruChoice® Advantage

DuPont goes beyond crop protection with the TruChoice® Advantage to make every acre count from seed to harvest.



DuPont Crop Protection

Now that you have made your seed choices, the best way to protect your investment is to invest in your crop protection. We would like to help you with the right crop protection plan designed to meet your needs.

With more local sales professionals and access to more active ingredients, we're ready to help you make 2014 your best year ever.

Local Agronomy

Your DuPont Technical Sales Agronomist is a crop protection specialist working with your Pioneer seed sales professional to deliver the right product combination to make every acre count. They have local experience and provide you with direct access to the global agronomy expertise of DuPont.

Right Product Combinations

Working with other industry leaders, we have access to more crop protection active ingredients to create combinations only available from DuPont. These are customized for you to make every acre count.

Choices

In addition to TruChoice® Advantage, DuPont also offers other valuable programs to give customers added peace of mind and the greatest value for their investment:

- **Early Pay Savings:** increased rebates with early commitment and payment
- **TruChoice® Financing:** for competitive rates and convenient access at your local retailer

See your DuPont sales representative for details.

TruChoice® Advantage:

5% rebate on Qualified DuPont Crop Protection Products¹

The TruChoice® Advantage program for 2014 has been designed to provide you with a broad selection of crop protection products and the opportunity to **earn more**. Based on your hybrid/variety selection and placement on the acre, you have started on a track to maximize yield (racehorse) or manage risk (workhorse). Whichever you select, you'll see the financial rewards of using our crop protection products.

Acre Track	Offer	DuPont Crop Protection
Workhorse	10%	Foundation + Residual
Racehorse	15%	Foundation + Residual + Foliar Health

Foundation + Residual

(Add 5% on matched acres for the 2 product combination)

By selecting a foundation and a residual herbicide by crop to participate, you are creating a multiple mode of action weed defense plan to reduce weed competition for water and nutrients today, while minimizing weed resistance to best steward the land for tomorrow.

Foundation + Residual + Foliar Health

(Add 10% on matched acres for the 3 product combination)

By adding a foliar health fungicide or insecticide, you are adding horsepower on your racehorse acre with increased yield from more consistent pest control for results you can see.

Crop	Foundation	Residual	Foliar Health
Corn	Breakfree® brands Cinch® brands Basis® Blend	Instigate® Realm® Q Prequel®	Aproach® brands Aproach® + Asana® XL
	Abundit® Extra Canopy® EX Basis® Blend	Enlite® Envive® Canopy®	Prevathon®

For every acre of a cereal herbicide and Aproach® fungicide purchased you will earn 10% rebate on the matched acre. Qualified cereal products include: Affinity® BroadSpec, Harmony® Extra, and Finesse® herbicides.



DuPont Support Team Toll-Free: (888) 747-8047

¹TruChoice® Advantage - Qualified DuPont Crop Protection Products

Abundit® Extra glyphosate	Breakfree® herbicide brands	Finesse® herbicide brands	Realm® Q herbicide
Accent® Q herbicide	Canopy® DF herbicide	Harmony® herbicide	Resolve® herbicide brands
Affinity® BroadSpec herbicide	Canopy® EX herbicide	Harmony® Extra herbicide	Steadfast® Q herbicide
Ally® herbicide brands	Cimarron® herbicide brands	Instigate® herbicide	Steward® insecticide
Alluvex® herbicide	Cinch® herbicide brands	Lannate® LV insecticide	Synchrony® XP herbicide
Approach® fungicide	Classic® herbicide	Panoflex® herbicide	Velpar® herbicide brands
Asana® XL insecticide	Enlite® herbicide	† PrecisionPac™ services	
Assure® II herbicide	Envive® herbicide	Prequel® herbicide	
Basis® Blend herbicide	Express® herbicide	Prevathon® insect control	

TruChoice® Financing

- The TruChoice® Opportunity Program enables customers of DuPont, through its subsidiary PHI Financial Services, Inc., to finance their approved DuPont Crop Protection product purchases.
- Subject to credit approval and program requirements.
- Visit www.truchoiceonline.com for a complete listing of participating products. Non-participating products cannot be financed on this program.

Terms and Conditions

- Purchase at least \$10,000 of qualifying DuPont Crop Protection products.
- Purchase and plant at least 300 acres of Pioneer® brand seed in any combination of alfalfa, canola, corn, sorghum, soybean, sunflower, or wheat seed purchases.
- Purchase transactions (cash or credit) entered by your retailer on www.truchoiceonline.com between October 1, 2013 and September 30, 2014 will qualify.
- Any quantities of qualified products purchased during the offer period, that are subsequently returned to DuPont retailers, are not eligible for the incentives.
- The TruChoice® Advantage program is available to growers whose business operations are based in IA, IL, IN, KS, MN, MO (excluding the Bootheel counties of Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Iron, Madison, Mississippi, New Madrid, Oregon, Pemiscot, Perry, Reynolds, Ripley, Ste Genevieve, St Francois, Scott, Shannon, Stoddard, and Wayne), NM (counties of Bernalillo, Cibola, Colfax, Guadalupe, Harding, Los Alamos, McKinley, Mora, Quay, Rio Arriba, San Miguel, Sandoval, Santa Fe, Taos, Torraine, Union, and Valencia), OK (counties of Beaver, Cimarron, Texas), ND (counties of Barnes, Cass, Dickey, Kidder, La Moure, Logan, McIntosh, Ransom, Richland, Sargent, Stutsman), SD (counties of Aurora, Beadle, Bon Homme, Brookings, Brown, Clark, Clay, Codington, Davison, Day, Deuel, Douglas, Grant, Hamlin, Hanson, Hutchinson, Jerauld, Kingsbury, Lake, Lincoln, Marshall, McCook, Miner, Minnehaha, Moody, Roberts, Sanborn, Spink, Turner, Union, Yankton), TX (counties of Carson, Dallam, Gray, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Potter, Roberts, Sherman, and Wheeler), WI, and WY.
- Incentive provided in form of end-of-season payment for purchases reported by September 30, 2014.
- Incentives apply to purchases of DuPont Crop Protection products for alfalfa, canola, cereals, corn, sorghum, soybean, and sunflower.
- DuPont retains the right to modify or cancel the program at any time.

Asana® XL, Breakfree® and Cinch® brands containing atrazine(ATZ), Lannate® LV, and Prequel® are restricted-use pesticides. Some products are not available for use in all states. See your local DuPont retailer or representative for details and availability in your state. Always read and follow all label directions and precautions for use when using any pesticide alone or in tank-mix combinations.

The DuPont Oval Logo, DuPont™, The miracles of science™, Pioneer®, TruChoice®, Abundit®, Accent®, Affinity®, Ally®, Alluvex®, Approach®, Asana®, Assure®, Basis®, Breakfree®, Canopy®, Cimarron®, Cinch®, Classic®, Enlite®, Envive®, Express®, Finesse®, Harmony®, Instigate®, Lannate®, Panoflex®, PrecisionPac™, Prevathon®, Prequel®, Realm®, Resolve®, Steadfast®, Steward®, Synchrony®, and Velpar® are trademarks or registered trademarks of DuPont.

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