Marketplace Challenges

- 2007 FDA mandate to label trans fats made a huge impact on existing commodity soybean oil market
  - Over 50% of edible soybean oil products were partially hydrogenated = contained trans fats
- Soybean oil has lost market share to other oil crops with better functionality for the food industry
  - Lost over 16% market share of the U.S. edible oil market since 2006
  - 4 billion pounds less demand, equivalent to 8 million acres
  - 4 billion pounds still at risk
- Plenish® high oleic soybeans help answer marketplace demands
  - High stability oil at a competitive price to high oleic canola and other alternative oils currently used
  - Opportunity to take back lost market share

Plenish® High Oleic Soybeans – Better Beans for Everyone

- Same strong agronomic package and yield potential as other Pioneer® brand elite T series genetics
- Significantly improved oil functionality
  - 2-3x longer fry life over commodity soy oil
  - Extends product shelf life in baked goods and snacks
  - Increased heat stability reduces polymer build-up on fryers and manufacturing equipment
- Nutritional Benefits
  - First new biotech soybean trait with direct consumer benefits
  - 0g Trans fats
  - 20% less saturated fat than commodity soy oil and 75% less than palm oil
  - High in heart healthy monounsaturated fat (~75% oleic), similar to olive oil

Food Industry wants a “Soy Solution”...at the right price

- Soybean industry’s economies of scale and existing infrastructure (crush plants and refineries)
- Large diverse geographic footprint
- Price competitive and also brings the ability to hedge their oil needs via futures on CME
Just Grow It

• It’s time for growers to embrace the opportunity to grow Plenish® high oleic soybeans and take back the lost market share and open up even greater market opportunities

“We need to embrace the high oleic trait technology now because the food industry is asking for this product. We can recapture some of the edible oil market and create demand for our soybean oil. The greater the demand — the higher price per bushel.”

John Motter, Ohio soybean farmer and a farmer-leader for the United Soybean Board

Plenish® High Oleic Soybeans – Grower Programs

• Plenish high oleic soybeans are grown and marketed under identity preserved contracting programs
• Growers will receive a processor-paid incentive for producing and segregating high oleic soybeans
• Processors and elevators participating in the contracting programs are working to make the grower experience with Plenish high oleic soybeans as simple and easy as possible, with the added benefit of an incentive

Simple, easy-to-follow process to maintain high oleic specification:

• Clean seed hopper/boxes prior to planting Plenish soybean varieties
• Mark fields where planting of Plenish soybean varieties begins and ends
• Run combine empty with engine prior to and after harvesting Plenish soybeans
• Clean storage bins, trucks and wagons prior to handling Plenish soybeans to maintain purity

It’s Your Future

It’s increasingly important for U.S. soybean farmers to focus on end user needs and not just yield. Where are your products going and what do your customers really want? Consider growing Plenish high oleic soybeans instead of commodity soybeans – as market demand increases you have the potential to grow your profits as the overall value of soybeans increase in the market.

To get the right product on the right acres, ask your Pioneer sales professional about Plenish high oleic soybeans. Visit www.plenish.com for more information.

Better Beans, Better for Everyone