PIONEER

A YATES FAMILY BUSINESS

maize for Grain

2025-2026

Strength and consistency

Maize a mainstay in Briant family's diverse operation

Taking good care of your maize seed

A Rangitīkei win for second year running

50 CELEBRATING 50 YEARS IN NEW ZEALAND 1975 - 2025

PIONEER® BRAND · PRODUCTS


NEW
ZEALAND
GROWN
®

It is my pleasure as always, to share with you the latest Pioneer® Maize for Grain catalogue. I especially want to thank Neven Granich and the Briant and Carter families for allowing us to showcase their maize growing operations.

This year marks the 50th anniversary of the signing of the seed production and distribution agreement between Pioneer Hi-Bred International and my father, Philip Yates. It's a great privilege for the Yates family to have represented the Pioneer brand in the New Zealand market for the past five decades. Our business started with a handful of grain growers who saw the value of Pioneer's improved maize hybrid genetics. We are grateful for their early support as well as the many growers who have planted Pioneer over all those years, and the merchants, contractors and Pioneer team who have worked alongside them.

We are proud to market seed grown in New Zealand and I take this opportunity to also thank our dedicated Gisborne seed production team, seed growers and everyone who supports them.

Since the first maize hybrid, Copper Cross, was commercialised by Henry Wallace (founder of Pioneer Hi-Bred) in 1923, Pioneer breeders have continued to improve genetic yield potential. In 2024, North American grower David Hula won the National Corn Growers Association (NCGA) Yield contest for the 4th time with an irrigated strip till crop of Pioneer® brand P14830. David is the only NCGA competition grower to have exceeded 600 bushels per acre (37.6 t/ha) and has done it three times (2019, 2021 and 2023) with Pioneer hybrids.

Our substantial local trialling programme allows us to test Pioneer's latest genetics under local conditions to evaluate and introduce new, higher-yielding hybrids. This season, we are pleased to add P8086, P0710 and P1185 to our lineup. P8086 (page 10) is a reliable early hybrid with strong agronomics, P0710 (page 13) is our newest Optimum® AQUAmax® hybrid, while P1185 (page 15) is a foliar health champion delivering improved Northern Leaf Blight and Rust resistance.

The Pioneer team joins me in wishing you all the very best for the 2025-26 season. We value your support for Pioneer® brand products and remain committed to helping you extract the maximum value from them. If we can help you in any way, please give us a call.

With warmest regards,

William Yates
Managing Director

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PIONEER LONG LOOK

We strive to produce the best products on the market.

We deal honestly and fairly with customers, employees and business associates.

We vigorously market our products, but without misrepresentation.

We provide helpful management information to assist customers in making optimum profits from our products.

20

38

16

It would be difficult to find a more diverse farming business than Frank and Vivienne Briant's. The couple, along with sons Richard, Stuart and Hamish, run Briant Brothers Ltd, based at Pātūtahi 15 km west of Gisborne.

The 270-ha home farm consists of 90 ha of hill country, which supports beef fattening and sheep breeding, as well as 180 ha of arable land.

"We used to run Romneys, but it reached a point where shearing cost more than the wool was worth, so we are switching to early shedding Wiltshires".

The family's owned cropping area and around 250 ha of leased land are used to grow food-grade maize grain, seed maize, popcorn and squash over the summer months. Winter ryegrass is established after squash and early seed maize harvest and farmed with lambs over the winter months.

"We finish the lambs from our own 550 breeding ewes and also buy store lambs. The aim is to turn over a total of 5,000 lambs each year".

The family's horticultural enterprise includes citrus, kiwifruit and grapes.

The varied and complementary skills of the couple's three sons ensure the operations run smoothly. Richard, a chartered accountant, handles the books; Stuart, a diesel mechanic, maintains the machinery and looks after the crops, and Hamish manages the livestock operation.

"Vivienne pays the bills, and I help wherever I'm needed" says Frank, who dryly suggests he is now "semi-retired".

Each season, the family grows around 160 ha of food-grade maize, which is sold and processed locally. This season, they have planted a combination of Pioneer® brand P1185 and P1253.

RIGHT Pioneer Area Manager Simon Begley talks maize grain with Stuart, Frank and Hamish Briant.

Diversified farming enterprise tackles *weather challenges*

Farm walk

- 270 ha home farm has 90 ha hill country and 180 ha arable land
- 250 ha leased land for summer cropping and winter ryegrass
- Grows 160 ha food-grade maize using P1185 and P1253
- Harvests in April/May and average yield is around 18 t/ha
- Finishes around 5,000 lambs each year
- Horticultural enterprise consists citrus, kiwifruit and grapes

> "We've grown Pioneer seed maize every year since they commissioned the Gisborne production plant in the 1989-90 season. They are a great company to deal with and have always been proactive in helping sort any issues we have encountered during the growing season."

When it comes to growing maize, Frank has had many years of experience, and a long association with the Pioneer brand.

"My father was growing maize back when the crop was harvested on the cob in April and air dried in mesh cribs over the winter months prior to shelling in October or November" says Frank, "We were still crib drying maize in 1988 when Cyclone Bola hit the district".

Frank and his brother David were among the first to grow Pioneer seed maize in Gisborne.

"We've grown Pioneer seed maize every year since they commissioned the Gisborne production plant in the 1989-90 season" says Frank. "They are a great company to deal with and have always been proactive in helping sort out any issues we have encountered during the growing season".

The target date for maize crop planting is the end of September, but the district's heavy soil means the starting date depends on spring weather conditions.

Crops are established using a combination of strip till and conventional cultivation.

"We had a really wet spring three seasons ago, and it got to Labour Weekend, and we hadn't been able to start planting" says Frank. "We purchased an 8-row strip till machine and had the whole crop in the ground in two weeks".

"The crops were looking really promising but we never got to see their true potential because Cyclone Gabrielle hit the district before they were harvested".

Since then, smaller amounts of maize have been established by strip till as the family has had to adapt their cropping management to cope with the aftermath of the cyclone.

"We ended up with a lot of silt and compaction, and conventional cultivation has proven to be the best way to deal with that" says Frank. "Now we are moving back into more strip till".

Maize grain crops are typically harvested in April or May, with long-term average yields being around 18 t/ha.

"The last three seasons have been more challenging as we have faced the aftermath of the cyclone" says Frank. "...but this season's crop looks like we will see a return to yields which are closer to the long-term average".

Maize stubble is mulched after harvest and paddocks left fallow over the winter months, so they are ready for an early start the following spring when the cycle begins again.

"We like growing maize because we get pretty consistent yields, and it can handle adverse weather conditions better than most other crops" says Frank.

Listen to an extension of the Briant family's testimonial on the Feed for Thought podcast by scanning here:

RIGHT The Briants and Simon Begley check out this year's crop.

Maize *hybrids*

We are pleased to offer growers a powerful portfolio of high-yielding, top-quality grain hybrids carefully selected to meet the needs of local growers. Our industry-leading hybrids are the result of Pioneer's world-class germplasm library, advanced conventional breeding technologies and extensive global product testing and advancement programme. Each year, Pioneer's elite genetics are tested in around 160 maize grain trials across New Zealand. Our extensive trialling programme allows us to identify superior hybrids and to position them in the growing environments where they will perform the best. Our field team is also based in the main maize-growing regions. Give one of them, your local merchant or contractor a call for advice on choosing the right product for your paddock.

Pioneer's Optimum® AQUAmax® hybrids are highly resilient in challenging conditions and responsive to favourable ones. These hybrids are bred to include key traits that improve your crops root system and silk emergence, among other agronomic characteristics, to manage drought stress. **And this season we are proud to have P0710 as the newest recruit in our lineup of high-performing Optimum® AQUAmax® hybrids.** See page 13 for more information on this exciting new hybrid which joins P0900, our other high-performing Optimum® AQUAmax® offering.

Further reading on Pioneer hybrid performance

The 2025 update from our maize grain research programme provides comprehensive data to help growers make informed decisions on which Pioneer hybrid to plant. It's packed with hybrid performance comparisons plus the results of recent agronomic projects. To download a copy visit pioneer.co.nz/maize-grain or scan the QR code below.

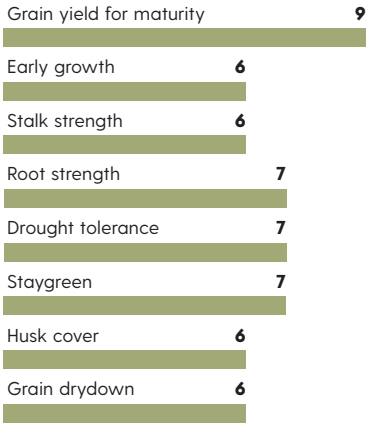
SCAN THIS QR CODE TO DOWNLOAD YOUR COPY

NEW

PIONEER® BRAND

P8086

CRM 80



Dependable early hybrid with strong agronomics.

Similar in type, maturity and management requirements to **P8000**, which it replaces.

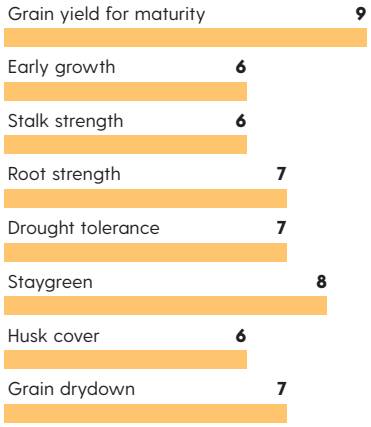
- **P8086** produced similar yields to **P8333** in lower North Island trials but has better standability and Northern Leaf Blight resistance.
- Good husk cover, a long cob packed with deep dent grain and fast drydown.
- Moderate in height with low ear placement, strong standability, drought tolerance and staygreen ratings.

A valuable option for lower North Island and South Island growers, while providing a balance of yield and earliness in northern growing regions.

PIONEER® BRAND

P8240

CRM 82



Higher yields for southern growers.

P8240 is a high-yielding grain hybrid backed by strong drought tolerance, staygreen and standability.

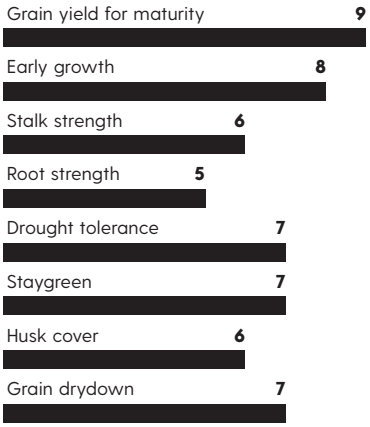
- Balanced agronomic package including superior roots, which are a real asset in this maturity.
- Delivers significantly higher grain yields than **P8086** and **P8333** in lower North Island and South Island.
- Established plant populations should be matched to assessed paddock yield potential.

Where high levels of Northern Leaf Blight are seasonal concerns, consider planting **P8086** or **P8711**.

PIONEER® BRAND

P8333

CRM 83



Productive option for cooler regions.

A tall plant with a long ear, good husk cover, supported by strong all-round agronomics, superior drought tolerance and staygreen.

- Fast drydown and good test weight.
- While slightly earlier than **P8666**, it has a similar in-paddock appearance.
- A tall leafy plant, so established plant populations should be at least 5,000 per hectare, less than applied for **P8240**.

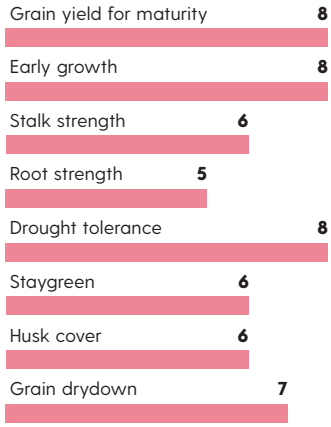
Delivers similar grain yields to **P8086** in the cooler regions of the lower North Island and South Island.

Pioneer hybrid trait comparison ratings are only valid within a range of + or - 4 CRM. These descriptions mainly feature product strengths. When choosing hybrids, also review carefully the trait ratings found in the table on pages 47-48. Contact your local Pioneer Area Manager or merchant for further advice.

NEW

PIONEER® P8666

CRM 86



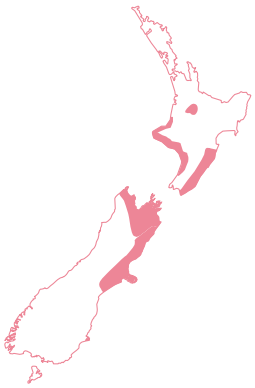
Max 9

Widely adapted hybrid with strong agronomic properties.

A moderately tall plant with strong all-round agronomics and superior drought tolerance.

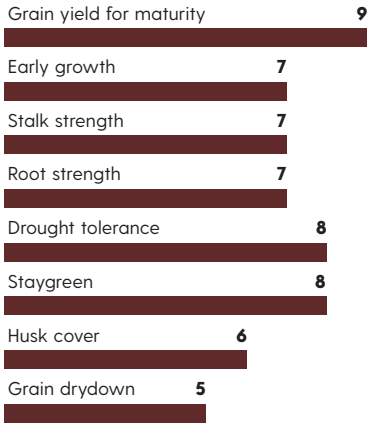
- Good husk cover, very good drydown and delivers high grain yields for maturity.
- Plant to establish 85,000 to 105,000 plants per hectare.
- Widely adapted where a hybrid of this maturity is required.

Plant with **P8711**, particularly where Northern Leaf Blight is a consideration.



PIONEER® P8711

CRM 87



Max 9

Defensive winner with game-changing yields.

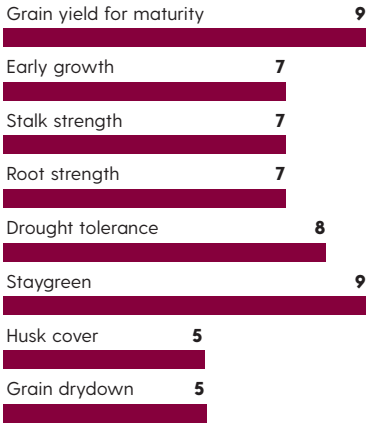
Tall hybrid with a balanced all-round agronomic and disease resistance package.

- Very high ratings for drought, Northern Leaf Blight, Rust and staygreen deliver season-long plant health and yield stability.
- **P8711** has average drydown, good husk cover, and produces high test weight grain.
- Research results show a new level of grain yield performance compared to **P8333** and **P8666**.

A widely adapted hybrid that will be at home in all North Island grain growing regions, particularly where Northern Leaf Blight is a significant consideration.

PIONEER® P92575

CRM 92



Max 9

Solid, balanced hybrid, with top-of-the-line foliar health.

Plant where Northern Leaf Blight, Rust, drought tolerance and standability are seasonal concerns.

- Delivers strong emergence and early growth, is of average height while having superior roots and stalks.
- Offers improved disease resistance ratings and higher grain yields than **P9400**.
- Husk cover, grain drydown rates and test weights are average for maturity.

Adapted to all North Island growing regions where this maturity is required.

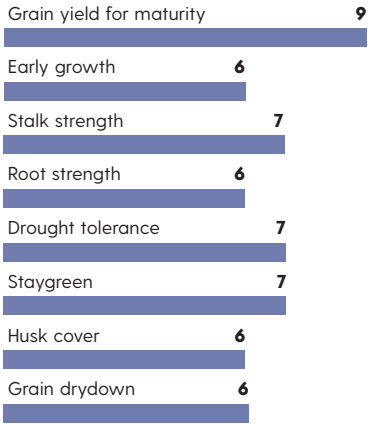
See page 46 for growing regions.

NEW

PIONEER® BRAND

P9650

CRM 96



Security with performance.

Offers yield stability for grain and silage.

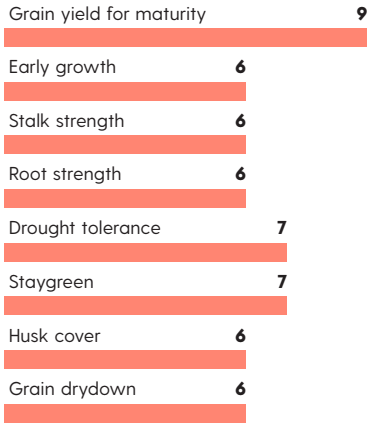
- Moderate in plant height with an erect leaf habit, strong standability and drought tolerance.
- Agronomically balanced with strong all-round disease resistance, including Northern Leaf Blight.
- Good husk cover and delivers superior test weight grain.
- Trials show **P9650** is higher yielding than **P9400** and **P9721**.

Widely adapted to North Island growing regions where this maturity is appropriate.

PIONEER® BRAND

P9978

CRM 99

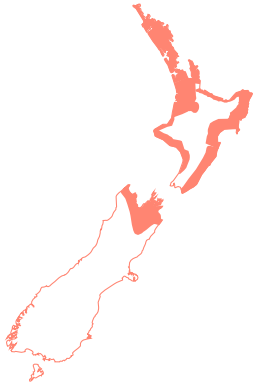


Defensive. Stable. Productive.

P9978 is a modern erect-leaf hybrid with strong standability, drought tolerance and great all-round agronomic offering including Northern Leaf Blight resistance.

- Trials show **P9978** produces industry-leading grain yields in this maturity.
- Delivers in challenging through to high yielding environments and will reward the time taken to plant the best seeding rate for the growing situation.
- When planting early or into cold, wet soils, switch to **P9650**, **P0021** or **P0200**.

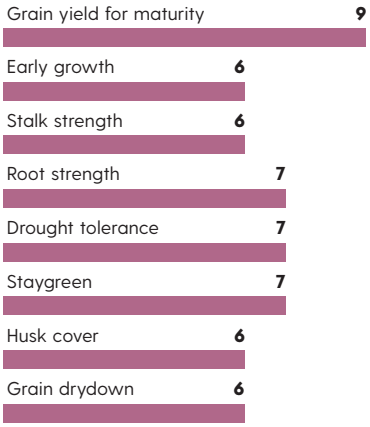
Widely adapted to all North Island growing regions where this maturity is required.



PIONEER® BRAND

P0200

CRM 102



Solid plant delivering yield stability.

A balanced all-round hybrid delivering yield stability.

- A great option where standability, Northern Leaf Blight and Rust are concerns.
- Superior drought tolerance, staygreen and sound ear rot resistances.
- Similar husk cover, harvest moisture and test weights to **P0021**.
- Along the East Coast it delivers higher yields than **P0021**.
- Rangitīkei growers will find it a more secure option than **P0547** where Northern Leaf Blight is a concern.

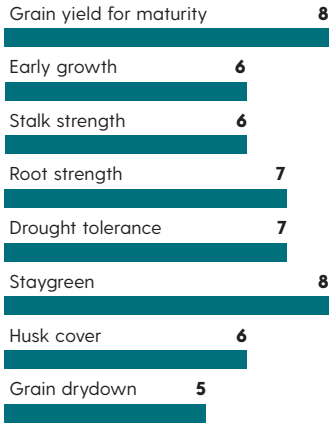
Adapted to all North Island growing regions.

Pioneer hybrid trait comparison ratings are only valid within a range of + or - 4 CRM. These descriptions mainly feature product strengths. When choosing hybrids, also review carefully the trait ratings found in the table on pages 47-48. Contact your local Pioneer Area Manager or merchant for further advice.

NEW

PIONEER® BRAND P0362

CRM 103



Max 9

Robust hybrid with standability, foliar health and "eye appeal".

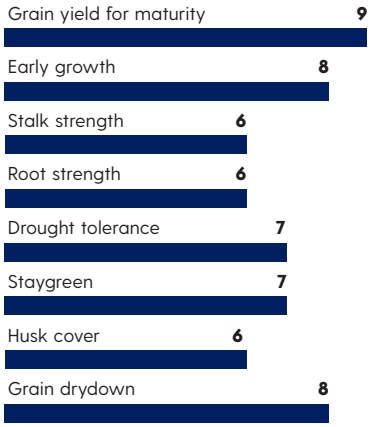
Has an exceptionally robust all-round plant profile producing a chunky ear with deep grain and sound husk cover.

- A top option where standability, Northern Leaf Blight, Rust or Eyespot are important traits.
- These strengths are complemented by superior drought tolerance, staygreen, sound ear rot resistances, good test weight and yield stability.

Widely adapted to North Island growing regions where a hybrid of this maturity is required.

PIONEER® BRAND P0640

CRM 106



Max 9

Leaf disease champion delivering yield stability.

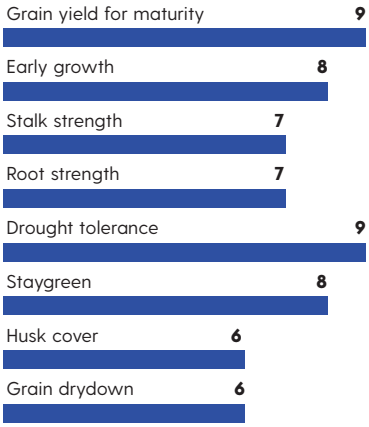
A balanced hybrid combining excellent early growth, all-round agronomics with desirable ear rot, superior Northern Leaf Blight, Common Rust and Eyespot resistances.

- Tall plant with sound standability, staygreen and drought tolerance.
- Supplies yield stability in moderate to high yield environments.
- Growers on peat soils should replace **P0640** with **P0710**, **P0900** or **P0937**.

Should be part of larger operations from Dargaville to Napier where foliar health, yield performance and fast drydown deliver value.

PIONEER® BRAND P0710

CRM 107



Max 9

Exceptional foliar health and stability – wet or dry!

Optimum® AQUAmax® for improved tolerance to water and heat stress at flowering and grain fill stages.

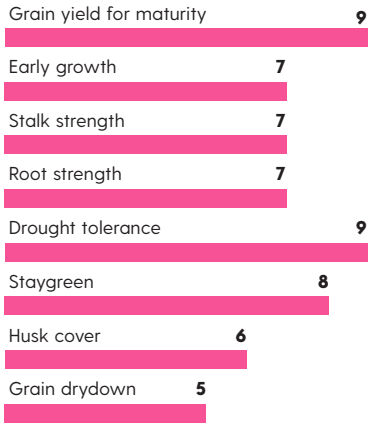
- Starts well with strong stress emergence and early growth.
- Superior staygreen and Northern Leaf Blight resistance deliver season-long plant health.
- Relatively short with low ear placement, strong roots and stalks.
- Similar grain yield performance to **P0900** and **P0937**.

An excellent new option to plant alongside **P0640**, **P0900** and **P0937**.

See page 46 for growing regions.

PIONEER® P0900

CRM 109



Stable, all-round hybrid.

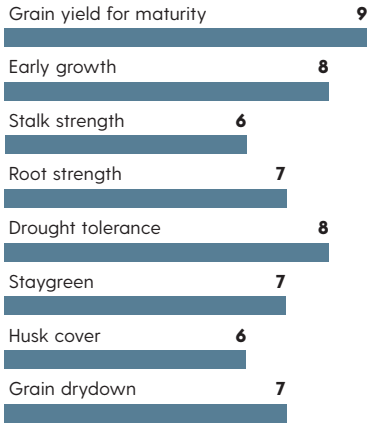
An exceptionally balanced package that delivers yield stability.

- Dependable standability, low ear placement, Optimum® AQUAmax® drought tolerance, great foliar health and staygreen.
- East Coast growers will value strong Head Smut resistance.
- A management-responsive hybrid that will benefit from adjusting established plant population to match yield expectation.
- Companion with **P0640**, **P0710** or **P0937**.

Extensively planted between Dargaville and Napier.

PIONEER® P0937

CRM 109



Max 9 |

Solid hybrid with next-generation grain yield.

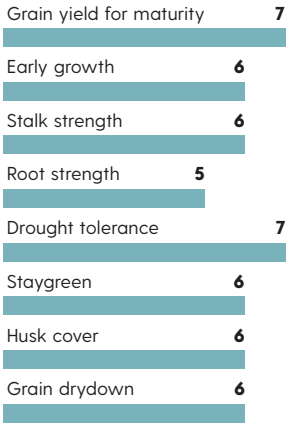
Widely adapted high-yielding hybrid. Now the benchmark in this maturity.

- Very appealing modern plant type, with low ear placement, erect leaves, and notable standability.
- Combines sound resistances to Northern Leaf Blight and Rust with strong stress emergence, early growth and drought tolerance.
- Has good husk cover, fast drydown for maturity and average test weight grain.

P0937 is extensively planted in moderate to high-yielding situations from Northland to Hawke's Bay and warmer Rangitīkei regions.

PIONEER® P1253

CRM 109



Max 9 |

Pack your paddock for top grain quality.

P1253 is moderate in height, with low ear placement, a strong agronomic package, and good drydown for maturity.

- **P1253** is well adapted to moderate to higher-yielding situations.
- Produces grain with high test weight and notable food corn quality.
- For early planting into cold challenging paddocks or where Northern Leaf Blight is a concern plant **P0710**, **P0900**, or **P1185**.

Widely grown in Gisborne and Hawke's Bay as a food corn hybrid.

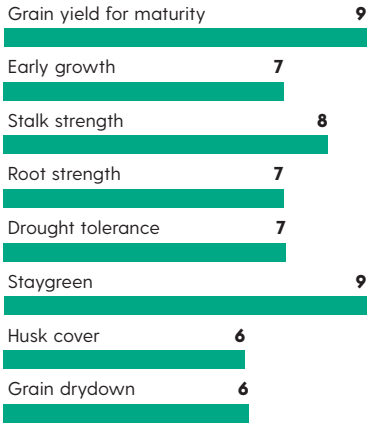
Pioneer hybrid trait comparison ratings are only valid within a range of + or - 4 CRM. These descriptions mainly feature product strengths. When choosing hybrids, also review carefully the trait ratings found in the table on pages 47-48. Contact your local Pioneer Area Manager or merchant for further advice.

NEW

PIONEER® BRAND

P1185

CRM 111



Foliar health and grain yield champion.

A widely adapted, defensive hybrid delivering high yields of high test weight grain.

- Standout performer in trials for Northern Leaf Blight and Rust resistances, staygreen and season-long plant health.
- Erect leaves, low ear placement, notable standability, and higher yield than **P0937**.
- Based on prior season observations in some crops, under certain growing conditions, **P1185** may produce ears showing some scattered kernel set.

Plant from Kaitaia to Napier as a companion to **P0900** and **P0937**, particularly where there has been significant Northern Leaf Blight pressure in recent seasons.

Still available while stocks last

PIONEER® BRAND **P8805**
CRM 88

PIONEER® BRAND **P9400**
CRM 94

PIONEER® BRAND **P0021**
CRM 100

PIONEER® BRAND **P0891**
CRM 107

See page 46 for growing regions.

LumiGEN®
Seed Treatments

Selected for our genetics

Verified on our genetics

Proven in the field with our genetics

Protection today, performance tomorrow

Establish healthy, uniform crops and maximise productivity with LumiGEN® seed treatments. This advanced seed treatment lineup from Pioneer offers industry-leading protection for your Pioneer® brand seed.

LumiGEN® seed treatments protect your investment in Pioneer seed from early-season disease, insects, and bird damage, helping to maximise yield potential.

Understanding seed challenges and how to protect your crop

Last season, some growers faced higher-than-normal challenges with pests such as greasy cutworm, Argentine stem weevil (ASW), birds and rats. While LumiGEN® seed treatments provide industry-leading protection against most early-season threats, they are not a complete solution on their own. **Successful pest management requires a combination of the right seed treatment and other proactive management strategies** such as fallow periods, monitoring and baiting. Taking these extra steps can make all the difference in protecting your crop's potential.

Talk to your local Pioneer representative, merchant or contractor to determine the best LumiGEN® seed treatment option for your growing environment.

	Fungicide	Insecticide				Bird repellent
LumiGEN®	Seed & soil borne diseases	Black beetle	Argentine stem weevil	Greasy cutworm	Nematodes[1]	
L-200	✓					
L-200+	✓					✓
L-300	✓	✓	✓			
L-300+	✓	✓	✓			✓
L-400	✓	✓	✓*	✓	✓	
L-400+	✓	✓	✓*	✓	✓	✓

* Research data shows the insecticide in L-400 and L-400+ is more effective at reducing plant loss due to Argentine stem weevil damage than the insecticide in L-300 and L-300+

[1] L-400 and L-400+ contains Bacillus spp which suppresses nematode damage in maize

Greasy cutworm

Greasy cutworm damages maize by cutting seedlings at ground level with most losses occurring during crop emergence. The presence of weeds at planting is a major contributor to cutworm infestations because weedy patches allow caterpillars to survive and carry over until maize plants emerge.

To control greasy cutworm, a 5-6 week weed-free fallow period before planting is ideal, though not always practical.

LumiGEN® L400 seed treatment offers short-term control under low to moderate cutworm pressure. However, if infestation levels are high, a spray application of insecticide may be necessary to prevent further damage. These insecticides are cost-effective and can significantly reduce the impact of cutworm.

Argentine stem weevil (ASW)

Maize can be at risk of damage by ASW larvae when planted less than four weeks after cultivation from pasture, annual ryegrass, or cereal crops. Partly developed larvae transfer from decaying grass tillers and tunnel into the young maize plants, which can result in:

- **Pre-emergence damage:** seedlings killed before emergence.
- **Post-emergence stress:** affected plants display blue-grey discolouration, and their centre leaves pull out easily. A small, round hole at the base of the plant indicates ASW entry or exit.

Adult ASW damage.

ASW damage typically occurs within the first four weeks of maize growth. The best way to reduce the risk is by planting maize seed treated with **LumiGEN® L400 seed treatment**. In high-pressure situations, a 4-6-week fallow period before planting can help reduce infestation levels.

Even if you have used insecticide treated seed, you should monitor your crop daily. Currently, no insecticides are registered in New Zealand to control Argentine stem weevil in a germinated maize crop. Call your local Pioneer Area Manager or merchant representative if you notice ASW damage in your maize crop.

Birds

For a reliable, safe and non-lethal way to protect maize seed from birds, consider using **LumiGEN® L-200+, L-300+ or L-400+ seed treatments**, which contain a scientifically formulated bird repellent. This unique formulation is based on an organic chemical naturally found in several plants, including aloe vera and rhubarb, and has been proven to be highly effective in deterring birds from eating maize seed.

Rats

Rat damage occurs typically near the paddock's edge, and there is a characteristic “hoof” shaped hole where the rat dug for the seed. After consuming a kernel, rats often continue along the row, causing significant damage. Unfortunately, seed treatments do not deter rats.

To minimise rat damage, control measures should begin in autumn or winter:

- **Baiting:** place bait stations around the field perimeter and replenish bait regularly to maintain effectiveness.
- **Habitat management:** reduce cover for rats by clearing overgrown weedy areas and managing waterways along the paddock edges.

By taking these steps, you can significantly reduce the risk of rat damage and protect your maize crop.

Damage to a maize seedling caused by a rat.

LumiGEN® seed treatments play a critical role in protecting your maize, but they should be part of a broader pest management strategy. Combining seed treatment with proactive control methods will give your crop the best possible start.

Looking after your maize seed

The highest-yielding maize crops are harvested from proven maize hybrids planted in even plant stands that have uniform emergence. Seed quality is paramount to your maize crop's success. In this article, we outline the factors that impact maize seed quality and detail some of the steps we take to help ensure the Pioneer® brand maize seed you plant is of the highest quality. We also discuss what you can do to ensure seed quality is maximised right through to when you plant it in the ground.

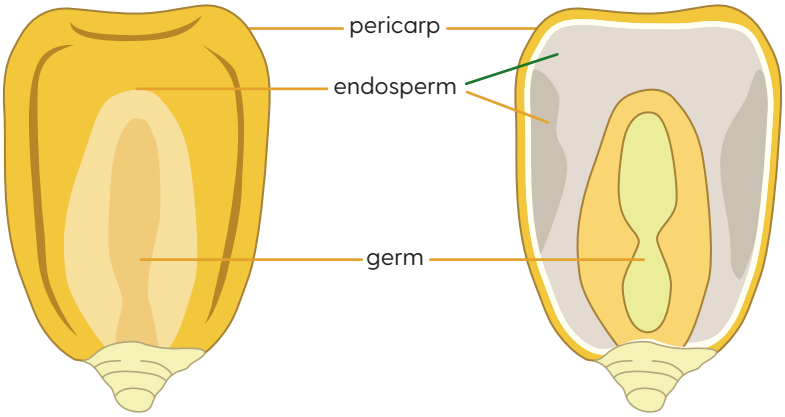
Maize seed – a living organism

A seed is a living organism that contains the genetic material, nutrients, and energy needed to grow a new plant. A maize seed consists of three main parts: the germ, the endosperm, and the pericarp.

The **germ** contains a living embryo which grows into a maize plant.

The **endosperm** is the starchy tissue surrounding the germ, providing energy and nutrients for growth.

The **pericarp** or seed coat protects the seed until conditions are favourable for germination.



Maize seed germination and growth can be impacted by both physical and physiological factors:

Physical damage (e.g. cracks or broken kernels) can directly damage the germ or disrupt the protective pericarp allowing moisture or pathogens into the seed.

Physiological damage, which impacts the dormant embryo, can occur when maize seeds are exposed to undesirable temperatures, humidity or too much light.

Determining and defining seed quality

Samples of all lots of Pioneer maize seed undergo a range of tests and checks to ensure they meet Pioneer's stringent quality standards.

PHYSICAL

- Uniformity of seed size and shape, and seed treatment integrity.
- Freedom from contaminants such as weed seeds and inert material.

PHYSIOLOGICAL

- Meet or exceed required warm germination and Pioneer Stress Test standards.

HEALTH

- Freedom from fungal diseases.
- Absence of insect pests.

GENETIC

- Confirmation of genetic purity.

If your seed arrives on a pallet, try to keep it there until planting.

Tips for looking after your maize seed

We asked Seed Quality Manager Mark Robertson how growers should look after their maize seed on farm.

- Handle your seed carefully and as little as possible. If your seed arrives on a pallet, try to keep it there until planting. If you need to move the seed, handle the bags gently to avoid cracking seeds or rubbing seed treatment off them. Never throw seed bags.
- Keep the seed in a cool, dry place away from direct sunlight. This will help maintain the life of your seed.
- Don't store maize bags alongside chemicals which may release fumes that could impact the seed.
- Control rodents and birds, which could make holes in the bags and damage the seed.

Producing high-quality maize seed

Our focus on seed quality starts in the field, continues right through the seed production process and does not end until every bag of Pioneer maize seed is planted in the ground. We asked Seed Production Manager Andrew Powell, to outline some of the things the Production Team do to ensure the Pioneer® brand maize seed you receive is of the highest quality.

CROP MANAGEMENT

A healthy seed crop is the starting point for high-quality seed production. Careful attention is paid to crop nutrition and the control of weeds, insect pests and fungal diseases.

DRYING

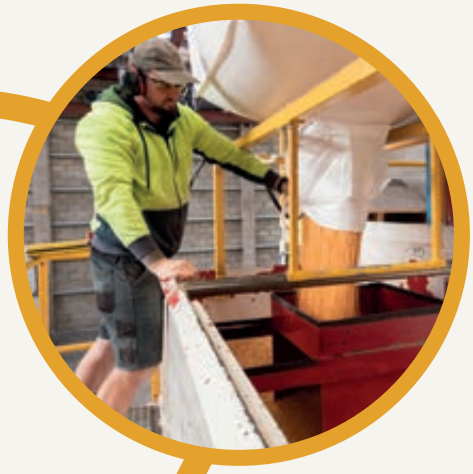
It is important that cobs are dried as soon after harvest as possible to avoid the risk of sweating. After husking the cobs are carefully lowered into the driers. Air temperature is carefully monitored and altered throughout the drying process to ensure cobs are dried at the correct rate. The final moisture content is also important because if the seed is too damp, it will deteriorate at a faster rate. Once dried to the correct final moisture, the seed quality is stabilised and the remaining processes are less time-critical.

HARVESTING

It is important to harvest at the right time. If the seed is too wet, a lot of moisture has to be removed, and this can impact its quality. Conversely, if the seed is too dry, there is a higher risk of physical damage during harvesting and processing. Seed maize is harvested on the cob using specialised equipment. The husk is left on the cob to help protect the seed throughout the harvesting process.

PROCESSING

The seed must be shelled (taken off the cobs), cleaned, sized, treated and bagged carefully to avoid any physical damage. A combination of easy let-down ladders and specially designed conveyors ensures the seed is never dropped onto hard surfaces.



TESTING

The seed testing regime is an important part of ensuring seed meets Pioneer's rigorous quality standards. Samples are routinely collected throughout the seed production process and shipped to an International Seed Testing Authority (ISTA) accredited laboratory for testing. Every batch of maize seed that leaves our Gisborne production plant has been tested for genetic purity, germination and vigour.

STORAGE

Heat and moisture are the biggest enemies of seed quality. Pioneer seed is stored under controlled temperature (10°C) and humidity (50%) conditions which slow down seed metabolic processes helping to maintain seed quality.

From aeroplanes to maize grain

Neven Granich worked as an aircraft engineer for Air New Zealand for seven years and dairy farmed for five before moving into agricultural contracting in 2003.

For the past two decades, he has been growing maize silage on lease land around Matamata. Three years ago, he switched some of his acreage into maize grain, which has proven to be a valuable addition to his contracting business.

"We plant maize by the hectare, but dairy farmers buy maize silage on a tonne of drymatter basis" says Neven. "Because yields go up and down seasonally, it's hard to know exactly how much silage we will have to sell. The maize grain area acts as a buffer for us. In a lower-yielding year, we chop a bit more maize for silage, and in a higher-yielding one, we combine a bit more for grain".

"Maize grain helps diversify our income stream. An added benefit is that grain is harvested after we have finished harvesting the maize for silage, so it extends the workflow for our team of permanent staff".

In the 2024-25 growing season Neven harvested 200 ha of Pioneer® brand P0900 and P0937 for grain.

RIGHT Neven Granich and Pioneer Area Manager Grant Douglas.


NEVEN
GRANICH,
MATAMATA,
WAIKATO
NGL

Farm walk

- 200 ha of maize grain harvested in 2024-25 season
- Plants a mix of P0900 and P0937
- Yields around 14-16 t/ha in a typical season
- Maize extends workflow for contracting business

> “We are looking for reliable, high-yielding dual-purpose hybrids, and P0900 and P0937 fit the bill”

“We are looking for reliable, high-yielding dual-purpose hybrids, and P0900 and P0937 fit the bill”, says Neven. “We get excellent technical backup and field support from our local Pioneer Area Manager Grant Douglas, and we appreciate all the work Pioneer does to support the grain and silage industries”.

Each of the maize blocks is soil tested annually, which allows fertiliser inputs to be fine-tuned. As well as applying bagged fertiliser, each block gets an application of around 4 t/ha of chicken litter prior to planting.

“We get a lot of benefit from applying the chicken litter” says Neven. “The organic nitrogen lasts longer in the soil and the organic matter helps with moisture retention and soil structure”.

Crops are established between 20th September and early November using a mix of strip till and conventional cultivation.

“Some of the landowners prefer we don’t cultivate the paddocks whilst others leave it up to us to decide” says Neven. “If the spring is horribly wet, we tend to do more conventional cultivation, while strip till works better if it is drier”.

Crops are planted using DAP as the starter fertiliser, but rates vary depending on each individual block’s fertility. Neven uses a standard pre- and post-emergent herbicide regime and typically side-dresses with 300 kg/ha of SustaiN®.

Maize grain harvest takes place in late April through to early May and yields are typically around 14-16 t/ha, although Neven has harvested up to 18 t/ha off good blocks in favourable growing seasons.

After the maize grain is harvested the area is planted in a cover crop for the winter.

“Historically, we used annual ryegrass on our maize ground, but now we plant a lot of Nui perennial ryegrass because our dairy farm customers prefer it” says Neven. “We typically take a single silage cut in September or October, and then the land goes back into maize again”.

LEFT Neven Granich and Pioneer Area Manager Grant Douglas.

Pioneer celebrates 50 years in NZ


PIONEE


PIONEER


PIONEER
3515
NEW


PIONEER
38P05


PIONEER
3709

This season we celebrate 50 years since the signing of the seed production and distribution agreement between Pioneer Hi-Bred International Incorporated and Philip Yates, who at the time was the Managing Director of Arthur Yates & Co. Ltd and subsequently the Founder of Genetic Technologies Ltd, another Yates family business.

The signing marked the first step in the launch of Pioneer® brand maize and other products in New Zealand and the start of an enduring relationship between Pioneer and the Yates family, both of whom have had a long history in the global seed business.

Pioneer Hi-Bred International was founded by Henry A. Wallace who later in life was elected Vice President of the USA under President Franklin Delano Roosevelt. Henry was one of a handful of people in the world who initially recognised the immense opportunities that could be gained by growing hybrid maize. He began experimenting with the crop in high school and while at Iowa State College, became fascinated with the relatively new science of hybrid genetics. After graduating in

On Tuesday 18 December 1975 in Des Moines, Iowa, Philip Yates (second from left) and the Pioneer executives sign an agreement for Arthur Yates and Co. Ltd to be the New Zealand distributor and producer of Pioneer® brand seed.

1910, Henry started breeding hybrid maize and by 1923 had produced a high-yielding hybrid he called Copper Cross. In 1924, it became the first hybrid to win the gold medal in the Iowa State Corn Yield Contest. In 1926 Wallace incorporated the Hi-Bred Corn Company, which later became Pioneer Hi-Bred International.

A name synonymous with seeds

The Yates family's involvement in the seed industry started in England in the late 1700's. James Yates, a cotton importer purchased a small quantity of Egyptian cotton seed and sold it to the colonist farmers in the southern part of the present-day U.S.A. This proved an inspired move as the demand for cotton seed grew and very soon James relinquished his cotton importing business and became a seed merchant.

Almost a century later, James' great grandson Arthur who was an asthmatic, took a sea voyage away from the smoky cold air of the industrialising British Midlands to New Zealand. Arthur worked as a shepherd and scythed grass seed from roadsides to supplement his income. The seed revenue quickly outstripped his shepherd's wages, and in 1882 Arthur moved to Auckland, rented a rickety wooden shop in Victoria St West and opened a specialised seed business.

Philip Yates takes the reins

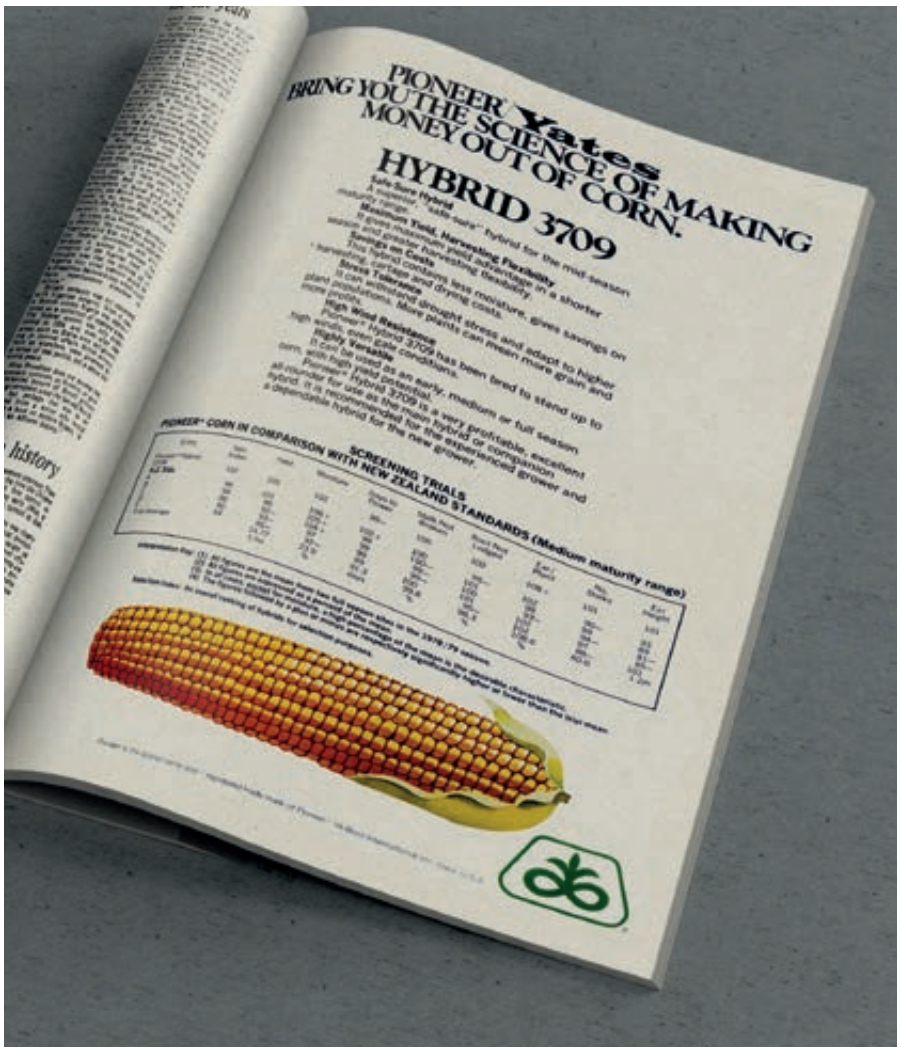
Arthur's younger brother Ernest Yates travelled from England to join him in business in 1886. Ernest was followed in the trade by his son Norman and in 1973 grandson Philip became Chief Executive and Managing Director.

Arthur Yates and Co. Ltd prospered and Yates' Reliable Seeds became a household name, wholesaling seed of every kind from flowers to vegetables, broad acre agricultural seeds to bird seed. While their product range was large, Philip was always looking for superior seed products. A magazine article about hybrid wheat caught his interest and ultimately led to a phone call to Pioneer Hi-Bred's Overseas Division based in Des Moines, Iowa.

Signing with Pioneer

After a whirlwind tour of Pioneer's U.S. operations and breeding programmes, Philip came to realise there was more near-term potential for hybrid maize than hybrid wheat in New Zealand.

Philip was impressed by Pioneer's significant library of elite maize germplasm, their commitment and innovation in plant breeding, and above all else, their conservative family values and customer-focused "Long Look" philosophies. On Tuesday 18 December 1975, an agreement was signed in Des Moines, Iowa and the Yates Company became the New Zealand distributor and producer of Pioneer® brand seed.



The timing of the relationship between the two companies could not have been better. In the 1970's Pioneer invested significantly in developing hybrids with ever-higher yields. Their new maize hybrids were breaking U.S.A. yield records and sales were on a rapid upward trajectory increasing five-fold from 1972 to 1980.

A slow process

While Pioneer had a range of exciting new products, New Zealand's tight biosecurity requirements meant that only 48 individual maize seeds could be imported at a time. On arrival, seed had to be treated with a toxic combination of fungicides which meant only half would remain viable. Getting to the point of commercial release of a Pioneer hybrid was therefore a slow and labour-intensive process.

"We started with a handful of Pioneer parent seed which we had to multiply before we could get enough to produce even trial quantities of seed" says Philip. "It took a very long time to multiply the quantity of inbred seed to produce commercial volumes".

The first Pioneer maize hybrid to be commercialised in New Zealand was 3709. The next hybrid was 3591 and a couple of seasons later 3901 was released as a shorter maturity option for lower North Island growers.

A winning hybrid takes off

Winning an independent maize grain trial at Kaipaki in the western Waikato was a turning point for sales with the two Pioneer hybrid entries 3709 and an experimental outstripping all the commercially available competitor hybrids.

LEFT Philip Yates as he appeared on the front cover of The New Zealand Financial Times (July 1979).

ABOVE An advertisement for P3709, the first Pioneer hybrid commercialised in New Zealand.

"Pioneer maize seed wasn't hard to sell" according to Richard Jellie who was a Waikato-based Sales Manager for Yates in the 1970's. "3709 was a reliable hybrid which produced higher yields than longer maturity competitor hybrids and it didn't fall over. Local growers had heard of the brand's success in the U.S. market and couldn't wait to get their hands on it".

The improved standability was a real bonus because prior to 3709's introduction it was not uncommon for people to walk alongside the combine standing up plants so the cobs could be harvested.

Early days of seed processing

The initial Pioneer seed crops were hand-picked and sun dried, but as sales grew Arthur Yates and Co. Ltd built a seed production plant at Waharoa in the eastern Waikato. Cobs were sorted and dried and the seed was then sent to the Manawatū for conditioning.

Neville Westbury, who started with Yates in 1978, can remember the challenges of drying seed maize in the damp Waikato climate.

"Maize was planted a lot later and the seed harvest didn't take place until June or July" says Neville. "When it was foggy you could stoke the furnace all night and you were lucky if the seed hadn't gained moisture by the morning".

The seed drier was fired by burning the cob cores as well as coal. This saved fuel costs but ultimately proved to be a costly decision.

"The level of technology was low at the time and the smoke and gases discharged from incomplete cob combustion was so acidic that after a short few years the new seed production plant was almost completely rusted away" says Philip.

An end and a beginning

As the maize seed production plant was coming to an untimely end, so too was the Yates family's involvement in the Yates company. In 1985, Equiticorp, a recently established investment bank, took control of the company via a share market raid and at the age of 53, Philip was dismissed and given two days to vacate his office.

Pioneer executives in the U.S. were unimpressed by the turn of events which did not sit well with their business ethics. They cancelled their distribution agreement with the now Equiticorp-controlled Yates company and offered Philip the Pioneer representation in New Zealand. Genetic Technologies Ltd was formed.

The new company had humble beginnings with the original two staff members, Operations Manager David Lobb and Administration Assistant Patricia Kessler, sharing an office with Philip in the downstairs of his Auckland home.

> "Our company vision is to enhance the future of New Zealand agriculture"

ABOVE Will and Philip Yates.

Ideal conditions for growth

For the first three seasons, Genetic Technologies imported Pioneer® brand maize seed or had it produced locally under contract. In 1989 Philip employed Phil Evans as Production Manager and in 1990 a new seed production plant was commissioned in Gisborne.

"The growing conditions in the Gisborne region were ideal for maize allowing us to produce some of the world's finest quality seed" says Philip.

Over the next few years, Genetic Technologies invested significantly in hybrid and agronomic research as well as continuing to promote the adoption of maize silage and grain into the dairy industry. The field team grew to include Area Managers located in all maize growing areas, a Maize Grain Account Manager, Dairy Specialists, and a sizeable research team.

"We quickly realised it was impossible to get high quality trial data from a handful of trials" says Philip. "Pioneer had an enormous pool of maize genetics and we needed to invest in a large-scale local hybrid evaluation programme which would allow us to accurately identify those which performed best under New Zealand's wide range of growing conditions".

Vision for the future

Philip's son Will joined the company in 1990 and became the seventh generation of the family to be involved in the seed trade. Will "did his time" working alongside the field team including in the South Island market. Today he leads the management team for Genetic Technologies Ltd in New Zealand.

"Our company vision is to enhance the future of New Zealand agriculture, and we are investing in a range of hybrid, agronomic, farm systems and environmental research which will help local growers and users of Pioneer® brand products build profitable and sustainable businesses" says Will.

"It is a real privilege for the Yates family to have represented Pioneer in the New Zealand market for the past 50 years and I want to personally thank all the farmers who have planted Pioneer as well as the many merchants, contractors and Pioneer team who have supported them over all those years".

50 YEARS IN NZ

A WARM THANK YOU FROM PIONEER

FOR ORDERING YOUR MAIZE SEED BY 31 JULY 2025

SCAN HERE TO LET US KNOW YOUR FLEECE SIZE.

To celebrate 50 years of Pioneer in New Zealand, we're giving away a **limited-edition Stoney Creek fleece** with every maize seed order placed before 31 July 2025.* Plus you'll get our **100% Seed Replant Benefit Cover***, meaning you'll receive replacement seed at no charge if a crop needs replanting.

Talk to your Pioneer Area Manager or local merchant | www.pioneer.co.nz/early-order

*One fleece per customer. Terms & conditions apply. See www.pioneer.co.nz/early-order

Maize in the past... *and in the future*

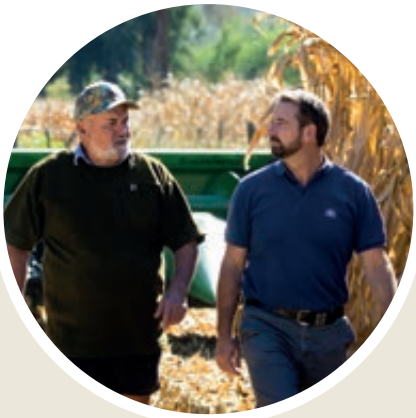
A passion for cropping led Paul Carter from the Taihape hills to the Rangitīkei flats nearly 50 years ago. Today Paul and his wife Ruth, along with their son Ash, his wife Dani and their daughters MacKenzie and Matilda, grow 360 ha of maize grain in the Whanganui and Whangaehu River valleys near Whanganui.

"Dad was a sheep and beef farmer, but I wanted to be an arable farmer, so in 1977, he sold the home farm and bought an arable block near Marton" says Paul.

Paul and his father started growing maize, and he can remember planting 3709, the first Pioneer maize hybrid sold in New Zealand.

"Pioneer 3709 was memorable because it stood up right through to grain harvest while most of the other hybrids available at the time fell over" says Paul "We also grew Pioneer® brand 3901 for many years because it was a reliable high yielder".

LEFT Ash and Paul Carter
ABOVE Harvest time on the Whanganui block.



Farm walk

- Grows 360 ha of maize grain
- Average yields range between 12.5-14.5 t/ha each season
- Planted 3709, the first Pioneer maize hybrid sold in New Zealand
- Grows a mix of P0937 and P9978

In 2002, Paul and Ruth had the opportunity to buy some "even better cropping land" near Whanganui, to which they relocated in 2006.

The family's farming operations now consist of 420 ha of owned land in four non-contiguous blocks, which include 160 ha of cropping land, 130 ha of running sheep and beef, and 130 ha of pine trees. They also lease 200 ha of arable land and run a contracting business that harvests close to 1,000 ha of maize grain, including their own crops.

"I've always had a passion for growing maize" says Paul. "It's an exciting crop because it grows so fast, and you can harvest high yields of grain from every hectare".

Maize crops are established using a combination of conventional cultivation and around 100 ha of strip till.

"We tend to strip till the lighter country and use traditional cultivation on the heavier soils, but it's good to have the flexibility of both systems" says Paul.

Planting starts in the last week of September, and the aim is to be completed by the end of October. In the 2024-25 season, the Carters planted a mix of Pioneer® brand P0937, which delivers "phenomenal yields" on the early ground, and P9978 for the later planted crops.

"We have planted Pioneer maize since the late 1970's and have seen significant yield gains over time because of improved genetics".

"We appreciate the field support we get from the Pioneer team and the fact that they have a sizeable trial programme which allows them to deliver better hybrids" says Paul.

Paul uses a Horsch Maestro 12-row planter that has been set up for variable-rate seeding and starter fertiliser application.

"We have been repeat cropping the same area for more than 20 years and have extensive long-term yield maps. This allows us to fine-tune crop inputs

> "We appreciate the field support we get from the Pioneer team and the fact that they have a sizeable trial programme which allows them to deliver better hybrids"

ABOVE Paul Carter and Pioneer Regional Manager David McDonald.

to better match the yield potential of every part of each paddock. We are always looking for new planter technology to help us establish better, more even maize stands".

Maize grain crops are typically combined in July with average yields ranging between 12.5-14.5 t/ha, depending on the growing season. After the maize is harvested, the ground is left fallow for the winter months.

"Because we are growing longer maturity hybrids, there isn't much time between grain harvest and getting the ground ready for the next season" says Paul. "There isn't really enough time to establish a cover crop".

For almost 50 years, Paul's life has revolved around the ebbs and flows of growing maize. It's a lifestyle which suits him and his family well.

"While we are pretty happy with the system we've got, we are always looking to fine-tune it to make it even better" says Paul. "There is nothing more rewarding than growing a high-yielding crop of maize".

Pioneer Maize for Grain *Yield Competition*

The Pioneer Maize for Grain Yield Competition recognises the grain growers who have achieved the highest yields with Pioneer® brand maize hybrids on their farms.

Each region has three categories: early, mid, and late hybrid maturity groups. All on-farm co-operators in the Pioneer Product Advancement Trials (PAT) are automatically entered into the competition for their region.

Congratulations to Rangitīkei's Simon Nitschke, who, for the second year running, takes home the Paul Baker Memorial Yield Cup as national winner of the 2024 Pioneer Maize for Grain Yield Competition.

Simon Nitschke with his father Malcolm.

NATIONAL YIELD COMPETITION WINNERS

YEAR	WINNER	HYBRID	YIELD (T/HA)	REGION
2008	Brian Amor	34B97	20.01	Gisborne/Hawke's Bay
2009	Brownrigg Agriculture	34B97	19.30	Gisborne/Hawke's Bay
2010	Brian Amor	34D71	19.28	Gisborne/Hawke's Bay
2011	Geoff MacGregor	P0537	19.93	Gisborne/Hawke's Bay
2012	Brian Amor	P0537	19.56	Gisborne/Hawke's Bay
2013	Brownrigg Agriculture	P1253	20.23	Gisborne/Hawke's Bay
2014	Brian Amor	P1253	21.16	Gisborne/Hawke's Bay
2015	Brownrigg Agriculture	P1253	20.92	Gisborne/Hawke's Bay
2016	Donald & Craig Stobie	P1253	21.01	Waikato
2017	Bostock New Zealand	P0640	19.35	Gisborne/Hawke's Bay
2018	Brian Amor	P1253	20.39	Gisborne/Hawke's Bay
2019	*Not awarded in 2019*	-	-	-
2020	Stuart Gray	P0937	23.27	Gisborne/Hawke's Bay
2021	Tom Newman	P0640	22.33	Gisborne/Hawke's Bay
2022	Tom Newman	P0900	23.41	Gisborne/Hawke's Bay
2023	Simon Nitschke	P0937	20.20	Manawatū/Rangitīkei
2024	Simon Nitschke	P0937	21.40	Manawatū/Rangitīkei

NORTHLAND & SOUTH AUCKLAND

YEAR	WINNER	HYBRID
2008	David & Adrienne Wordsworth	35D28
2009	Pouto Topu A Trust	35A30
2010	David & Adrienne Wordsworth	34P88
2011	Shawn & Tracey Nichols	37Y12
2012	Gavin Woolsey	P0537
2013	Shawn & Tracey Nichols	37Y12
2014	Shawn & Tracey Nichols	P0021
2015	David & Adrienne Wordsworth	P0547
2016	Gavin & Trish Woolsey	P9911
2017	Paul Bamforth	P1477W
2018	David Waller	P0640
2019	*Not awarded in 2019*	-
2020	Paul Bamforth	P0937
2021	David & Adrienne Wordsworth	P0937
2022	David & Adrienne Wordsworth	P0640
2023	Paul & Susannah Ambler	P0362
2024	David & Adrienne Wordsworth	P0937

WAIKATO

YEAR	WINNER	HYBRID
2008	Lloyd Farms Ltd	34P88
2009	Lloyd Farms Ltd	34D71
2010	Bruce Bateup	35Y33
2011	Alan Henderson	34P88
2012	Graeme Bateup	34P88
2013	Steve Finer	P0021
2014	Lloyd Farms Ltd	P0891
2015	Alan Henderson	P9911
2016	Donald & Craig Stobie	P1253
2017	Alan Maxwell	P0640
2018	Richard Bain	P0640
2019	*Not awarded in 2019*	-
2020	Stuart & Michele Clarke	P0937
2021	Lloyd Farms Ltd	P0937
2022	Graeme Bateup	P0937
2023	Bradfield's Contracting	P9978
2024	Donald & Craig Stobie	P0640

BAY OF PLENTY

YEAR	WINNER	HYBRID
2008	Neil Rogers	34P88
2009	Guy & Isobel Nicol	33J24
2010	Neil Rogers	34B97
2011	Regan Studer	34P88
2012	Joe Rua	34P88
2013	Guy & Isobel Nicol	34P88
2014	Dovaston Agriculture	P1253
2015	Dovaston Agriculture	P1253
2016	Doherty Studer Ltd	P1253
2017	Dovaston Agriculture	P0725
2018	Stockland Ag Ltd	P0725
2019	*Not awarded in 2019*	-
2020	Dovaston Agriculture	P1253
2021	Ken & Helen Edkins	P0937
2022	Ken & Helen Edkins	P0937
2023	Doherty Studer Ltd	P0640
2024	Doherty Studer Ltd	P0200

GISBORNE & HAWKE'S BAY

YEAR	WINNER	HYBRID
2008	Brian Amor	34B97
2009	Brownrigg Agriculture	34B97
2010	Brian Amor	34D71
2011	Geoff MacGregor	P0537
2012	Brian Amor	P0537
2013	Brownrigg Agriculture	P1253
2014	Brian Amor	P1253
2015	Brownrigg Agriculture	P1253
2016	Paul Steele	P0891
2017	Bostock New Zealand	P0640
2018	Brian Amor	P1253
2019	*Not awarded in 2019*	-
2020	Stuart Gray	P0937
2021	Tom Newman	P0640
2022	Tom Newman	P0900
2023	Lloyd & Beth Wallace	P0937
2024	Bostock New Zealand	P0937

MANAWATŪ & RANGITĪKEI

YEAR	WINNER	HYBRID
2008	Stephen Voss	38P05
2009	Stewart Glasgow	37Y12
2010	Stewart Glasgow	38P05
2011	Richard Redmayne	35Y33
2012	Stewart Glasgow	37Y12
2013	Dennis Nitschke	P0891
2014	Dennis Nitschke	P0021
2015	Dennis Nitschke	P9721
2016	Dennis Nitschke	P9911
2017	Stewart Glasgow	P0547
2018	Dennis Nitschke	P9911
2019	*Not awarded in 2019*	-
2020	Simon Nitschke	P0937
2021	Stewart Glasgow	P0362
2022	Simon Nitschke	P0937
2023	Simon Nitschke	P0937
2024	Simon Nitschke	P0937

Maize grain

Indicative maize for grain costs of production for the 2025-26 season

The economics of growing maize for grain are dependent on growing costs, crop yield and the price received per tonne of grain. As a guide, the approximate fixed and variable costs to grow maize for grain are shown in this table. All costs exclude GST and were indicative at 31 March 2025. Given current price volatility we would encourage you to complete your own budget prior to the start of the growing season. Please contact your local merchant representative or contractor to establish current costs.

Use the 'My costs' column to determine your costs based on the estimates provided.

Visit pioneer.nz to calculate your farm-specific costs.

	Growing and harvest costs	Indicative cost estimate ($/ha)	My costs ($/ha)
Pre-planting	Cost of leased land[1]	?	
	Soil tests, other	10	
	Base: Lime @ 1 t/ha + application	130	
	Base fertiliser: 300 kg/ha + application	290	
	Cultivation: To planting specifications	535	
Planting	Pioneer® brand maize seed P9978 @ 94,000/ha	585	
	FAR levy ($1.00/10,000 kernels @ 94,000/ha)	10	
	LumiGEN® System L 400 seed insecticide treatment	150	
	Starter fertiliser: 250 kg/ha DAP + application	345	
	Planting	220	
Post-planting	Pre emergence weed control + application	120	
	Post emergence weed control + application	105	
	Side dressing: 250 kg/ha urea + application	325	
	Harvest: Combine	535	
	Total input costs per hectare	**$3,360**	
	Interest on input costs excluding harvest		
	Interest on $2,825 @ 6.5% for 8 months	$120	
	Total costs (inputs & interest)	**$3,480**	

Cartage and drying costs

Yield

Tonnes per hectare: DRY (@ 14% moisture)	10.00	11.00	12.00	13.00	14.00
Tonnes per hectare: WET (@ 22% moisture)	11.03	12.13	13.23	14.33	15.44

Cartage and drying costs ($)

Cartage - 50 km @ $25 per wet tonne	276	303	331	358	386
Drying (from 22% - 14%) @ $50 per wet tonne	551	606	662	717	772
Total drying costs per hectare	**827**	**910**	**992**	**1,075**	**1,158**

Cost summary ($)

Input costs	3,360	3,360	3,360	3,360	3,360
Interest (on input costs)	120	120	120	120	120
Drying costs & cartage costs	827	910	992	1,075	1,158
Total costs	**4,307**	**4,390**	**4,472**	**4,555**	**4,638**

Assumptions

1. **Costs to grow, harvest, transport and dry the crop are estimates only. Estimates are based on a sample of contractor rates, other typical industry charges and product costs. All costs exclude GST and were indicative at 31 March 2025.**
2. Average land rentals have not been included because of a large regional variation. Provision to consider land rental has been included in the My Costs column.
3. Medium yield growing environment where 94,000 seeds of hybrid P9978 are planted per hectare.
4. Wet (harvest) moisture content of 22%.

Notes:

Hybrid recommendations for grain by region

Region 1

Northland,
North Auckland

Hybrids	CRM range
NEW P8086	<85
P8711	86-93
P8805	
NEW P92575	94-99
P9400	
NEW P9650	
P9978	
P0021	100-107
P0200	
P0362	
P0640	
NEW P0710	
P0891	>108
P0900	
P0937	
NEW P1185	

Region 2

South Auckland,
North & Central
Waikato

Hybrids	CRM range
NEW P8086	<85
P8711	86-93
P8805	
NEW P92575	94-99
P9400	
NEW P9650	
P9978	
P0021	100-107
P0200	
P0362	
P0640	
NEW P0710	
P0891	>108
P0900	
P0937	
NEW P1185	

Region 3

Coastal BOP,
Gisborne & Northern
Hawke's Bay

Hybrids	CRM range
P8711	85-93
P8805	
NEW P92575	94-99
P9400	
NEW P9650	
P9978	
P0021	100-107
P0200	
P0362	
P0640	
NEW P0710	
P0891	>108
P0900	
P0937	
NEW P1185	
P1253	

Region 4

South Waikato, King Country, Coastal Taranaki, Rangitīkei, Manawatū, Southern Wairarapa & Central Hawke's Bay

Hybrids	CRM range
NEW P8086	< 85
P8240	
P8333	
P8666	86-93
P8711	
P8805	
NEW P92575	94-99
P9400	
NEW P9650	
P9978	
P0021	>100
P0200	
P0362	

Region 5

Nelson &
Marlborough

Hybrids	CRM range
NEW P8086	< 85
P8240	
P8333	
P8666	86-93
P8711	
P8805	
NEW P92575	94-99
P9400	
NEW P9650	
P9978	
P0021	>100
P0362	

Region 6

North &
Mid Canterbury

Hybrids	CRM range
NEW P8086	< 83
P8240	
P8333	
P8666	84-86
P8711	>87
P8805	

Pioneer® brand maize for grain hybrid trait characteristics for 2025-26

		Maturity			Yield			Plant and agronomic traits										Grain quality	
	Hybrid	CRM to black layer[1]	CRM to silking[2]	CRM to grain harvest moisture (24%)[3]	Grain yield for maturity[4]	Adaption to high population[5]	Adaption to low population (ear flex)[6]	Drought tolerance	Stalk strength	Root strength	Stress emergence[7]	Early growth[8]	Plant height[9]	Ear Height[10]	Staygreen[11]	Husk cover[12]	Grain drydown[13]	Grain appearance[14]	Test weight
NEW	P8086	80	80	82	9	7	7	7	6	7	6	6	6	4	7	6	6	6	5
	P8240	82	82	82	9	6	9	7	6	7	6	6	8	6	8	6	7	7	6
	P8333	83	83	81	9	5	9	7	6	5	6	8	7	6	7	6	7	7	7
	P8666	86	86	86	8	5	9	8	6	5	6	8	7	6	6	6	7	7	6
	P8711	87	87	89	9	6	9	8	7	7	6	7	8	5	8	6	5	6	6
	P8805	88	88	88	7	9	5	8	6	5	6	6	5	6	7	5	8	6	6
NEW	P92575	92	92	95	9	9	7	8	7	7	7	7	6	5	9	5	5	6	5
	P9400	94	94	94	7	6	9	7	7	7	4	7	8	7	6	5	6	7	7
NEW	P9650	96	96	97	9	9	7	7	7	6	6	6	6	5	7	6	6	6	7
	P9978	99	99	99	9	9	7	7	6	6	5	6	7	6	7	6	6	6	5
	P0021	100	100	100	7	9	6	7	6	7	7	9	6	5	7	6	6	5	6
	P0200	102	102	102	9	8	6	7	6	7	6	6	6	5	7	6	6	5	6
	P0362	103	103	104	8	9	6	7	6	7	6	6	7	5	8	6	5	6	6
	P0547	105	100	101	7	7	6	8	5	6	7	7	6	5	5	5	9	5	6
	P0640	106	106	104	9	6	9	7	6	6	6	8	8	6	7	6	8	6	5
NEW	P0710	107	107	108	9	9	6	9	7	7	7	8	6	4	8	6	6	6	5
	P0891	107	107	107	7	9	6	7	8	6	4	6	7	4	7	6	6	9	9
	P0900	109	109	109	9	9	9	9	7	7	7	7	7	5	8	6	5	6	6
	P0937	109	108	109	9	9	7	8	6	7	7	8	6	4	7	6	7	6	5
	P1253	109	109	109	7	6	6	7	6	5	4	6	6	5	6	6	6	9	9
NEW	P1185	111	110	111	9	7	7	7	8	7	7	7	6	5	9	6	6	8	7

Ratings 9 = Outstanding 1 = Poor - = Insufficient data available NEW = New hybrid

CRM = Comparative Relative Maturity n/a = Not applicable HT/AC = Refer to page 49, point 15

Pioneer sets tough yet honest standards when rating maize hybrids. These ratings are based on comparisons with other Pioneer® brand hybrids, **NOT** competitor hybrids and on average performance across areas of adaptation under normal conditions. The ratings are based on both customer 'side-by-side' paddock experience and research comparison data. Individual seasons and paddock ratings may show a variation from these average comparative ratings. Extreme conditions may adversely affect performance. Notes on performance traits can be found on page 49.

Disease precaution

Growers should balance hybrid yield potential, hybrid maturity and cultural practices (especially stubble management) against their anticipated risk of specific diseases and need for resistance. **In high disease risk situations, consider planting hybrids with resistance ratings of 6 or higher to help reduce risk.** When susceptible hybrids are planted in conditions of high disease pressure, the grower assumes a higher level of risk. If conditions are severe, even hybrids rated as resistant can be adversely affected. Independent of yield reduction, diseases can predispose plants to secondary diseases such as stalk rots. This requires individual field and hybrid monitoring for stalk stability and earlier harvest if necessary.

Food grade characteristics							Disease resistance ratings[23]								Recommended established plant populations (000'S/HA) [24, 25, 26]			
Processing use[15]	Kernel hardness[16]	Kernel crown[17]	Kernel red streak[18]	Kernel size[19]	Horny endosperm[20]	Kernel colour[21]	Northern leaf blight[22]	Common Rust[22]	Eyespot[22]	Head Smut	Fusarium ear rot	Diplodia ear rot	Gibberella ear rot	Anthracnose stalk rot	Challenging yield environments	Medium yield environments	High yield environments	Hybrid
n/a	6	6	7	7	6	6	6	7	7	6	-	-	-	-	90	100	115	P8086 NEW
n/a	7	6	7	6	6	7	5	5	7	6	6	6	6	-	90	100	115	P8240
n/a	6	6	6	7	6	6	5	6	7	4	6	6	5	-	85	95	105	P8333
n/a	6	5	6	8	6	6	5	6	7	6	6	6	6	-	85	95	105	P8666
n/a	6	6	7	7	6	7	7	7	6	6	5	-	6	-	90	100	110	P8711
n/a	6	5	7	6	5	6	6	7	6	6	6	7	6	-	95	105	110	P8805
n/a	5	5	7	6	5	7	8	7	6	6	5	-	7	-	85	95	105	P92575 NEW
n/a	7	6	5	6	6	7	7	6	6	7	5	7	6	-	85	95	105	P9400
n/a	7	7	7	9	7	7	7	7	7	6	5	-	7	-	85	95	110	P9650 NEW
n/a	5	5	6	7	5	6	7	7	6	6	5	6	5	-	85	95	105	P9978
n/a	6	6	7	6	6	7	7	6	5	7	6	7	7	-	85	95	100	P0021
n/a	6	5	7	7	5	7	6	7	7	6	5	-	5	-	85	95	105	P0200
n/a	6	6	7	7	6	6	6	7	7	6	6	6	5	-	85	95	105	P0362
n/a	5	5	6	6	5	6	5	6	5	6	5	6	4	4	88	96	102	P0547
n/a	5	5	6	6	4	6	7	7	6	6	5	6	7	-	85	95	100	P0640
n/a	5	5	6	7	4	7	7	7	6	6	6	-	5	-	80	95	110	P0710 NEW
HT/AC	9	8	7	5	8	5	6	6	6	5	5	5	6	5	85	95	105	P0891
n/a	6	6	7	7	5	6	7	7	6	7	4	5	5	-	80	90	110	P0900
n/a	5	6	6	6	4	6	6	6	6	5	5	5	4	-	85	95	110	P0937
HT/AC	9	8	9	5	9	5	5	6	5	5	6	6	5	6	88	94	100	P1253
HT/AC	7	7	9	8	7	9	8	8	6	-	5	-	-	5	80	90	100	P1185 NEW

The hybrid descriptions in all New Zealand Pioneer® brand products publications conform to strict word usage protocols approved and used by Pioneer around the world. We do not use descriptive adjectives randomly or loosely. We have a policy of avoiding exaggerated superlatives in product descriptions or product discussions. The following words are those approved for use in the product performance descriptions listed on pages 8-15 of this catalogue.

Trait ratings	**Word and numeric alignment for yield & agronomic traits**
8-9	Excellent, exceptional, outstanding, superb, impressive, industry-leading.
7	Superior, very good, strong, sound, reliable, stable, dependable, consistent.
6	Good, above average, sound, reliable, stable, dependable, consistent.
5	Average, acceptable, adequate, moderate.
4	Acceptable, slightly below average.
1-3	Marginal, susceptible, below average.

Trait ratings	**Word and numeric alignment for disease traits**
8-9	Highly resistant, excellent, exceptional, outstanding, impressive.
6-7	Resistant, superior, strong, very good.
4-5	Intermediate, moderate, adequate, acceptable.
1-3	Susceptible (caution on use if disease is prevalent).

Trait characteristic notes

[1] **Comparative Relative Maturity (CRM) to black layer:**
Based on the GDUs required for a hybrid to reach black layer (physiological maturity) relative to other Pioneer® brand hybrids. It gives an indication of whether a hybrid reaches black layer early or late relative to its CRM to Harvest Moisture rating. Black layer refers to the stage of grain fill when the plant is physiologically mature and no further grain filling or weight increment will take place. Important: To help decide if a new hybrid fits your area's growing season, compare its black layer rating to a hybrid that you have planted previously, or one that is successfully used in your area.

[2] **CRM to silking:**
Based on the Growing Degree Units (GDUs) required for a hybrid to silk (flower) relative to other Pioneer® brand hybrids. It gives an indication of whether a hybrid flowers early or late relative to its CRM to Harvest Moisture rating. Hybrids with an early flowering CRM compared with black layer CRM will generally be better adapted to cool seasons within their area of adaption.

[3] **CRM to harvest moisture:**
Based on the grain moisture content at harvest, relative to other Pioneer® brand hybrids. The higher the rating, the longer the growing season required for the hybrid. It serves as a relative guide to compare the maturity difference between Pioneer® brand hybrids to the grain harvest moisture stage, stated as 22% moisture.

[4] **Grain yield for maturity:**
Pioneer hybrid trait comparisons should only be made within a range of + or - 4 CRM.

[5] **Adaptability to high population:**
A measure of the mix of genetic factors that permit a maize plant to withstand the stresses of high population and still give good standability and a high yielding ear of fine quality grain on every plant.

[6] **Adaptability to low population:**
An indicator of a hybrid's ability to compensate (flex) ear size for low planting rates or loss from poor emergence or insect attack. Fertility levels and moisture must be adequate for 'flex' to be effective.

[7] **Stress emergence:**
These ratings are based on data collected from local replicated small plot trials planted early and at depth into wet and cold conditions and vigour ratings on New Zealand commercial seed provided by Pioneer's regional seed laboratory. All seed supplied to the market is expected to establish excellent plant stands if planted well and under normal germination conditions. Ratings of 7-9 indicate very good potential to establish normal stands under stressful environmental conditions of cold, wet soils. A 5-6 rating indicates good potential to establish normal stands under moderate stress conditions; and ratings of 1-4 indicate the hybrid has below average potential to establish normal stands under stress and should not be used if severe wet and cold conditions are expected after planting. Hybrids with high ratings are best adapted to early planting but due care to apply best agronomic practices is still required.

[8] **Early growth ratings:**
Taken when two leaf collars are visible.

[9] **Plant height:**
9 = Tall. 1 = Short.

[10] **Ear height:**
9 = High. 1 = Low.

[11] **Staygreen:**
A measure of a hybrid's ability to stay as a green growing plant leading up to black layer (physiological maturity). It is a measure of late season plant health and drought tolerance which may affect plant standability and suitability for silage. A high rating indicates a wider "harvest window" providing a greater degree of harvest timing flexibility.

[12] **Husk cover:**
Measures the length of the husk leaves extending past the end of the cob, with a loose husk cover scoring one point lower for the same length of husk cover.

[13] **Grain drydown:**
Scores represent the rate of moisture loss after physiological maturity. Hybrids with high scores dry faster. They are not recommended for early harvest where planted as a full season hybrid.

[14] **Grain appearance:**
In the bin scored down for mould, cracks, red streak, etc.

[15] **Processing use:**
AC = Hybrids suitable for alkaline products.
HT = Hybrids with hard texture, suitable for dry milling of hard textured grain such as grits.

[16] **Kernel hardness:**
Relative rating of absolute density of kernels determined by stenvert analysis.
1-3 = Soft (low density). 4-5 = Average.
6-7 = Hard. 8-9 = Very hard.

[17] **Kernel crown:**
Indicates size of dent with a higher score indicating smoother (flintier) crown on the kernel.

[18] **Kernel red streak:**
Indicates the tendency of the kernels to red streak with a higher score indicating less tendency.

[19] **Kernel size:**
A higher score indicates greater percentage of larger kernels.

[20] **Horny endosperm:**
Score determined from visual observation of cross sectioned kernels. Score indicates that portion of the kernel with hard translucent starch suitable for dry milling into maize grits. Higher scores indicate higher percentage of hard endosperm.

[21] **Kernel colour (yellow):**
Higher score indicates a pale yellow coloured kernel. Lower score indicates a darker orange colour. Scores in the 5-7 range indicate a more desirable yellow coloured grain.

[22] **Northern Leaf Blight (NLB), Common Rust and Eyespot:**
Caution: In conditions where leaf disease risks are high, growers should only consider planting hybrids with resistance ratings of 6 or higher for these diseases.

[23] **Disease resistance ratings:**
8-9 = Highly resistant. 6-7 = Resistant.
4-5 = Moderately resistant. 1-3 = Susceptible.
– = Insufficient data available.

Disease ratings are based on overseas and New Zealand observations. Scores are based on visual assessment only and not on yield reduction data.

[24] **Cool environments:**
In cool environments including high altitude sites (greater than approximately 150 m/500 ft above sea level) select your growing environment using the definitions below, then increase populations to the next level e.g. for P9721 in a medium yield environment at high altitude, plant to achieve 102,000 plants per hectare.

[25] **Established plant populations:**
These assume good seed establishment conditions. If you are planting very early or into a less than ideal seed bed or where insect pressure may be high (e.g a shorter than optimum fallow period), seeding rates may need to be increased to compensate for reduced establishment due to field losses.

[26] **Growing environment definitions:**

May include some or all of the following characteristics:

- **Challenging yield environments (CYE)**
  - Typically light, sandy or shallow soils of low fertility, low moisture retention, and predictably low summer rainfall (drought-prone environments).
  - High cob or leaf disease pressure.
- **Medium yield environments (MYE)**
  - Average fertility soils with predictably adequate summer rainfall and good moisture retention.
  - Continuously cropped soils.
  - Medium to low cob or leaf disease pressure.
- **High yield environments (HYE)**
  - Typically deeper, highly fertile and well structured soils with good moisture retention.
  - Predictably good summer rainfall, shelter from high wind run.
  - Good soils straight out of long term pasture.
  - Low or no cob or leaf disease pressure.

Publication abbreviations

ha = hectare
cm = centimetres
m = metres
km = kilometres
t/ha = tonnes per hectare
kg = kilogram
kg/ha = kilograms per hectare
kg/ha/year = kilograms per hectare per year
kg/hl = kilograms per hectolitre
$/ha = $ per hectare
$/tonne = $ per tonne

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