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Pioneer Marks 100 Years of Agricultural Innovation, Delivering for Farmers Worldwide and in India

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Global seed leader marks 100 years of agricultural breakthroughs and over five decades of helping Indian farmers drive yields and farm profitability



Pioneer is commemorating 100 years of agricultural innovation and global leadership. Operating in more than 70 countries and working alongside over 10 million farmers worldwide, Pioneer continues to help growers increase productivity by pairing world-class seed science with trusted, on-the-ground agronomic expertise.

In India, where Pioneer has worked alongside farmers for more than 54 years, that legacy is built on deep farmer trust and consistent field performance. By developing high-performing, climate-resilient hybrids tailored to the country's diverse agroclimatic zones, Pioneer agronomists work directly with growers to improve crop performance, protect against weather variability, and strengthen farm profitability.

This localized commitment is evident across India’s primary agricultural belts. In Telangana, corn farmers have relied on Pioneer genetics for nearly three decades to consistently increase crop yields and improve family livelihoods, while in the arid regions of Rajasthan, pearl millet growers have adopted resilient hybrids to secure dependable harvests despite frequent drought. In Uttar Pradesh, mustard farmers continue to achieve significant gains in yield and seed quality through tailored seeding practices, generating higher returns to reinvest in their farms. Meanwhile, in Bihar, paddy growers are leveraging Pioneer’s in-field yield assessments and agronomic data to better navigate seasonal weather risks and improve overall harvest productivity.

Pioneer operates as the flagship brand of Vylor, an advanced seed and genetics company. Supported by this robust global network, Pioneer’s next chapter of growth is backed by more than 130 state-of-the-art research facilities, over 3,000 leading scientists, and a nearly $3 million daily investment in ag-tech innovation.

A hundred years ago, one farmer, one seed, and one bold idea changed what was possible for farmers and agriculture. That spirit continues to guide us today," said Robert Kaan, Head of APAC and Strategic Initiatives - Vylor. "As we look to the next century, our focus remains sharply on advancing seed innovation to meet the evolving challenges faced by our farmers such as climate change and food security. By developing seeds that improve yield and are resilient against erratic growing conditions, we are ensuring that the trust farmers place in Pioneer remains our greatest legacy."