



Hoegemeyer® Growth Strategy Increases Customer Focus and Support

The Legacy of Multiple Seed Brands Combining Under Hoegemeyer Operation to become the Western Corn Belt Regional Brand for Corteva Agriscience™, Agriculture Division of DowDuPont

HOOPER, Neb., May 9, 2018 – Hoegemeyer Hybrids will expand its regional presence and become the Western Corn Belt regional seed brand for Corteva Agriscience, Agriculture Division of DowDuPont. As part of the change, personnel from Curry and its Elk Point, SD, office will join Hoegemeyer, along with several Western Corn Belt experts from Prairie Brand® and NuTech®.

To support this growth strategy, the Hoegemeyer brand will continue to draw from the seed production strength and expertise of the Western Integrated Seed team located in Hooper, NE. This change is part of the [newly announced](#) Corteva Agriscience™ multi-channel, multi-brand seed strategy for the U.S., which will expand access to the company's genetics, technology and traits.

Stephan Becerra, General Manager of Hoegemeyer Hybrids, sees tremendous potential in the change. "The fact that we are a regionally focused brand, but we are driven by the Corteva Agriscience™ world-class technology product engine, provides our customers and our employees with a really bright future," Becerra said.

He also sees value in the institutional knowledge Hoegemeyer will gain, as experienced seed professionals from other brands join the Hoegemeyer team. "We have to learn from, and take the very best of, all of the different brands that are going to be part of Hoegemeyer going forward. That, along with our continued focus on our customers' needs and expanding our agronomic resources to support our products, will reinvigorate our brand and ensure that it will be successful for a long time to come."

Mark Kallsen, former Curry Seed General Manager and now Hoegemeyer Business Leader, noted, "What Curry Seed stands for will remain in the future Hoegemeyer. We have similar business cultures. Curry and Hoegemeyer have a legacy of working together in research and development to serve customers in the Western Corn Belt. We're excited for this opportunity."

Popular products from Curry Seed, as well as from Prairie Brand and NuTech will continue to be available through Hoegemeyer Hybrids.



Becerra said that with the backing of Corteva Agriscience™, Hoegemeyer can operate as a regionally focused seed company who is very close to the customer, while enjoying the advantages of scope and scale of a major agriculture company. “Corteva Agriscience™ will be one of the largest seed technology engines in the world. Being a part of that engine will give Hoegemeyer a huge competitive advantage in the marketplace,” Becerra noted.

About Hoegemeyer Hybrids

Founded in Hooper, Nebraska, in 1937, Hoegemeyer Hybrids is devoted to “the right seed for your farm.” Hoegemeyer has cultivated a culture of integrity, continuous improvement and a commitment to reinvestment in products, equipment and people. Hoegemeyer offers farmers choice, agronomic advice and personal service. Learn more at therightseed.com.

About Corteva Agriscience™, Agriculture Division of DowDuPont

Corteva Agriscience™, Agriculture Division of DowDuPont, (NYSE: DWDP) is intended to become an independent, publicly traded company when the [previously announced spinoff](#) is complete by June 2019. The division combines the strengths of DuPont Pioneer, DuPont Crop Protection and Dow AgroSciences. Corteva Agriscience™ provides growers around the world with the most complete portfolio in the industry — including some of the most recognized brands in agriculture: Pioneer®, Encirca®, the newly launched Brevant™ Seeds, as well as award-winning Crop Protection products — while bringing new products to market through our solid pipeline of active chemistry and technologies. More information can be found at www.corteva.com.

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