

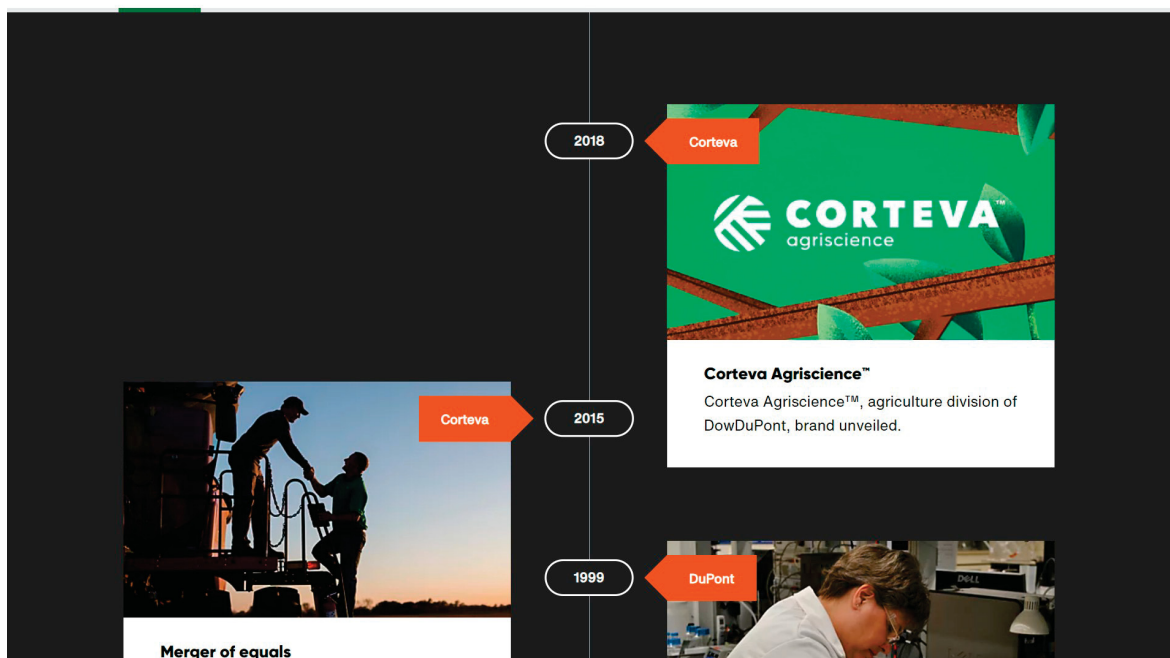


Give Feedback

History of Pioneer

Pioneer has a rich legacy of over 95 years. Learn more about our history & the evolution of our brand under Corteva Agriscience.

Present-2001 2000-1981 1980-1961 1960-1941 1940-1921



Dow and DuPont announce a definitive agreement under which the companies will merge, then subsequently spin off into three independent companies.



Genomics in Corn

Pioneer is the first to start a genomics effort in corn.



Corn Market Leader

Pioneer becomes the seed corn market share leader in North America.



The Trapezoid Symbol

Pioneer designs the major visual element of its brand, the Trapezoid symbol.

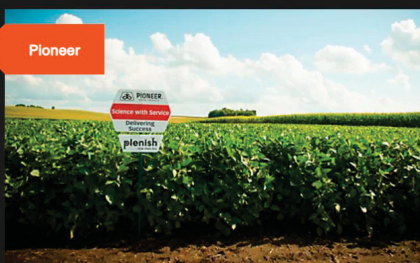
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1996

Investing in Pioneer

DuPont becomes 100 percent owner of Pioneer.



1991

#1 in soybeans

Pioneer becomes the number one brand of soybeans in North America.

1981

1970



Changes at Pioneer

The company changes its name to Pioneer Hi-Bred International, Inc., and establishes a separate overseas subsidiary.

1964

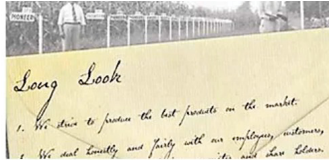
1957



York Nebraska Research Center Opens

Pioneer opens York, Nebraska research

1952



The "Long Look"

The "Long Look" business philosophy is written



US Vice President

Pioneer's Henry Wallace is elected US Vice President under President Franklin Delano Roosevelt.



The start of Hi-Bred Corn Company

Founder Henry A. Wallace incorporates the Hi-Bred Corn Company, ushering in a new era of farmer acceptance of hybrid corn

[Read More](#)

1949

Pioneer



Pioneer® hits a million

Annual sales of Pioneer® brand seed corn in North America pass the million-unit mark.

1941

1935

Pioneer



Pioneer Hi-Bred Corn Company

The company changes its name to Pioneer Hi-Bred Corn Company.

1926

Hi-Bred



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