



THE PANNAR
PROSPECTUS

By Barry Brown, CEO

Happy New Year! We've got a little different look to our communication as we go forward. We made our newsletter a little shorter, so it's a quicker read. We're also going to "come into your house" a bit more frequently, mailing six times a year instead of four. If you have a topic you'd like to see covered, please call or drop us an e-mail, because the most valuable communication is always two-way.

We're opening the year with our story. Folks are still finding out about Pannar and who we are. As grower John Hanten points out on the back page, he didn't even know "what Pannar was" until he began growing it. Well, he sure knows who we are now. It's a great time to be a part of Pannar country. Welcome, and read on!

THE PANNAR STORY

LIVING THE PANNAR EXPERIENCE

If you ask about the differences between Pannar and other seed companies, the answers can be wide ranging. We can talk about our independent market leader status and our half-century history of growing seed. We can tell you how our research programs are respected in breeding circles around the globe. We can explain how our customer service goes well beyond handing out caps after seed is delivered.

But the biggest difference is what we call "Living the Pannar Experience." It's peace of mind, knowing all of our seed is performance-tested for your soil, in the fields outside your backdoor. It's the unbeatable combination of the latest genetic technologies, quality products, and personable customer service. That's the Pannar Experience and this is our story.

OUR BEGINNINGS

Pannar was established as a seed corn company in 1958, in the eastern seaboard breadbasket of

South Africa. Two years later, the Greytown-based company initiated its own corn breeding program and began developing improved hybrids. Today, its customer base spans 50 countries, with a wide range of seed products.

Pannar has had a longtime research presence in the United States, and in 2001, entered the U.S. retail market with seed developed exclusively for the Midwest.

RESEARCH LEGACY

The legacy of research established by Pannar half a century ago has grown into the world class advancement of elite, proprietary genetics. Today the R & D arm of Pannar has research stations located in Argentina, South Africa, Zimbabwe, and the United States—all positioned to provide a continuous pipeline of improved products and technologies.

We'll continue our legacy of research and powerful U.S. presence in the next issue. ●

WWW.PANNARUSA.COM

FRIENDSHIP CORN TURNS INTO SEED OF CHOICE

It may have started out as “friendship” corn, but it’s become the seed of choice. John Hanten tried a little Pannar Seed three years ago, because of his long-time respect for the agronomic know-how of Todd Lauseng, who had recently become a Pannar District Sales Manager.

“Nobody knew what Pannar was,” says John, “until Todd came around.” They sure do now. Last year, despite a six-week growing interval with no rain, the Pannar triple-stack for that area yielded 210 dryland bushels. Those phenomenal results are the reason John doubled his 2008 Pannar order.

“Todd really does his homework, too,” explains the



Watertown, SD, grower. “Everybody is trying to sell seed corn. But the more you learn about Pannar—about the breeding and research, not just here, but across the world—that’s why Pannar is such an excellent product.”

While there’s still a whole lot of winter left in this country, John Hanten has that familiar glass-half-full attitude that producers (through good times and challenging ones) have had forever. “I’m already really excited about the growing season,” says John. “We’ve got good sub-soil moisture, which helped us out last year. What with the events and technologies on the Pannar genetics, it’s looking good for this year.” ●

VT3 SUPPLIES GOOD

CHRIS ELFERING—CONTRACT PRODUCTION MANAGER

Pannar has a 13-hybrid lineup of VT Triple™ products, ranging from 85 to 114 per day maturities. Half of these hybrids are new genetic releases. The high-yielding VT3 performance in many of the 2007 test plots has spurred interest and sales. Supplies are good, but the closer we get to planting time, the tighter they could become. As always, early orders are the best way to ensure selection.

Out in the country, we’re seeing a lot of justified

enthusiasm about this new technology. The broad spectrum of insect protection, root strength, and yield potential can provide a real value to growers. The platform for our elite genetics and this technology makes for a mighty combination. Additionally, we’ve got the refuge corn you’ll need to meet your IRM requirements.

Go to www.PannarUSA.com to see our detailed product listing. With just a click or two, you can easily view our entire VT3 lineup. ●



ABOUT VT3

YieldGard® VecTran™ technology is the next generation of triple-stacks. Through

a more precise gene-insertion process, VT3 products are delivering improved consistency, better insect protection, and

higher yield potential. A more effective promoter is leading to improved root and stalk health. ●

UPCOMING EVENTS

Watertown Winter Farm Show, Watertown, SD: Feb. 5-9

Alexandria Area Ag Show, Alexandria, MN: Feb. 5-6



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