

HERITAGE



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In 1935, T. A. Doebler began his seed business with one open-pollinated variety of seed corn called West Branch Sweepstakes. Decades and dozens of brands later, his son Ted became President of the company, followed by his son-in-law, Willard Jones and grandson, Bill Camerer.

On June 1, 2011, Pioneer Hi-Bred, a DuPont business, acquired Doebler's. Willard and Bill believed that by aligning Doebler's with Pioneer, our customers would benefit from more timely access to new genetics, new trait innovations, new technologies, and give the Doebler's brand the best opportunity to grow.

Doebler's will continue to operate as a stand-alone company with the same tradition of family-oriented core values and the entrepreneurial, customer-focused, regional approach that has made it successful since its beginning.

"Your Regional Advantage"®

GENETICS FIRST



Genetics First™

Doebler's selects from a diverse number of gene pools for the best genetics and commercializes only those corn hybrids that have the potential to outperform all others under Eastern growing conditions. We apply the same selection policy to our alfalfa, forage grass, and clover seed lines as well as RPM® brands of hybrid seed corn and soybeans.

The logo features the letters "RPM" in a bold, red, sans-serif font with a green leaf-like shape above the "M". To the right of "RPM" is the word "brand" in a smaller, red, sans-serif font. A registered trademark symbol (®) is located to the upper right of "RPM".

RPM brand

“Your Regional Advantage”®

Genetics First™ is a trademark of Doebler's PA Hybrids, Inc.
®RPM is a registered trademark of Pioneer Hi-Bred.
RPM® brand seed is distributed by Doebler's.

CHOICE & FLEXIBILITY



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Trait technology has proven to protect the performance of a hybrid's genetic background. Doebler's provides Eastern growers with the latest trait brands, as well as the opportunity to choose non-trait or conventional brands, untreated brands, and for the growers of certified organic hybrid seed corn brands, Doebler's Naturseed™. All, in a full range of relative maturities.

"Your Regional Advantage"®

Naturseed™ is a trademark of Doebler's PA Hybrids, Inc.

QUALITY



QUALITY

Doebler's tests and develops products designed to meet the unique conditions of growers here in the East. We focus on quality as well as quantity with regard to performance. Doebler's corn hybrids, soybeans and alfalfa have consistently been among the top quality performers in independent and university trials.



"Your Regional Advantage"[®]

YOUR REGIONAL ADVANTAGE



“Your Regional Advantage”®

Doebler’s market region of the Eastern United States is unlike any other with its diversity of climates, growing environments and cultural practices. Doebler’s provide distinct advantages for our Eastern growers by testing and marketing only those seed products with the greatest potential for outstanding quality yield on their farms.

***GOODVIEW FARM
Jay & Faye Good
Canton, Pennsylvania***

“Your Regional Advantage”® is a registered trademark of
Doebler’s PA Hybrids, Inc.

TESTING



T Doebler's is recognized for having
E the largest testing program of its
kind in the East.

S Testing thousands of genetic
T combinations throughout varied
environments gives us the ability to
I predict an experimental product's
commercial value.

N On-farm strip tests gives growers
G the opportunity to compare new
brands with established brands in
their local environments.

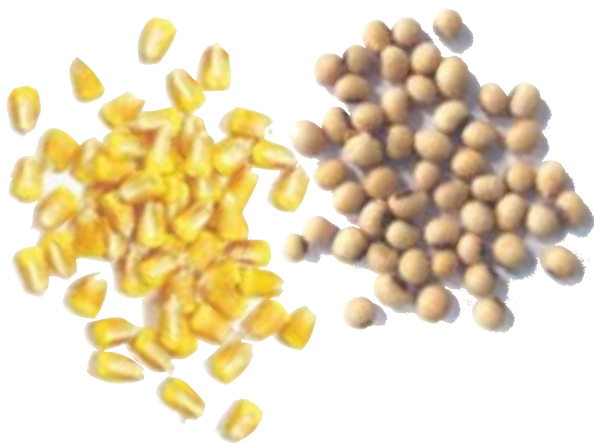
"Your Regional Advantage"®

the RPM® brand



the **RPM**® brand

Doebler's is the exclusive distributor of the RPM® brand of hybrid seed corn and soybeans. The RPM® brand provides Doebler's a unique opportunity to select from a large genetic pool. Both seed lines are of superior quality with the potential for excellent performance in high management environments here in the East.



"Your Regional Advantage"®

®RPM is a registered trademark of Pioneer Hi-Bred.
RPM® brand seed is distributed by Doebler's.

FUTURE



FUTURE

Doebler's has been in the seed business for over 75 years. A history of strong family values and hard work have brought us to this time and place. These same standards and values will carry us into many more years of providing the best seed products and services available. This is our commitment to you, the grower, to whom we owe so much of our success.

"Your Regional Advantage"[®]