

# Accessing America's largest corn germplasm pool

## CORTEVA AGRISCIENCE GIVES INDEPENDENT SEED COMPANIES UNPRECEDENTED OPPORTUNITY TO GROW THEIR LINEUPS



**Jim Bueltel**  
Corn Portfolio Manager,  
Corteva Agriscience

"It's not like building a car with the same exact bolts every day. You're dealing with a living organism that responds differently throughout the year. That's what I love about being a Corn Portfolio Manager." Jim Bueltel has an infectious enthusiasm for working with corn hybrids. He's dedicated the last 15 years of his career to developing better corn products, and now he's turned his focus to supporting independent seed companies as Corn Portfolio Manager working with our licensing team.

Jim gained respect for independent seed sales growing up on his family's farm in Iowa. "I was around a lot of entrepreneurial people and I got a taste for working in the seed business," he explained.

Now, his role allows him to combine his agronomic expertise with an appreciation of what independent seed companies need for their customers. "We really include a lot of feedback from our customers and partners in building our portfolio," Jim said. "Their feedback signals our research team. The portfolio is based on what they need in the marketplace."

Corteva's legacy in plant breeding, along with the world's original and deepest germplasm pool, built up since 1926, offers American farmers and the seed companies who serve them access to products that deliver local success. Jim's team is focused on developing a comprehensive corn portfolio so that seed companies who license Corteva germplasm have plenty of choices to fit their portfolios. This includes the launch of PowerCore® Enlist® corn products, which have generated a lot of excitement among seed brands and customers. "This is just the tip of the iceberg," Jim said. A larger breadth of products is expected within the next two years, with a full portfolio planned within five years.

### GIVING THE PORTFOLIO DUE DILIGENCE

While seed companies and customers are eager for new products—and Corteva is eager to deliver them—Jim explained that building a portfolio the right way takes time. "We're moving as fast as we can to deliver a compelling portfolio seed brands

can be proud to put in their lineups," he said. "But that means taking time to evaluate carefully for performance and traits." Yield improvement is of course an area of focus, but the portfolio is also being developed with attention to other factors, including:

- Hybrids that work over wide stretches of territory in the U.S.
- Solid disease and agronomic packages, including tolerance to growing issues like tar spot, Goss's wilt and northern leaf blight
- Improved standability and roots

The diversity of Corteva genetics is vital to developing an effective portfolio. "We cannot control nature," Jim said. "All of these genetics respond differently to different factors like heat, cold and rain. The broader and more diverse you can be, the more likely you'll have a hybrid that can deliver across multiple challenges in the year."

### INDEPENDENT-MINDED

Jim emphasized how much the corn portfolio development is focused on the wants and needs of independent seed companies. "We really want to come up with something special for these independent companies," Jim said. "We're very much focused on bringing a total solution for the grower. We also take a lot of pride in our hybrid production characteristics for brands who are planting and growing to sell to their customers. That's an important area of revenue capture for those companies." Creating a portfolio made for independent seed companies means working closely with them. "This is about building a portfolio in partnership with our licensees," Jim said. "I feel this is a once-in-a-lifetime opportunity to bring a portfolio as large as Corteva's into the independent seed company space, which is where I love working."



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