

Journey to #1 with Enlist E3[®] Soybeans



FIVE LESSONS WE LEARNED FROM THE MARKETPLACE

A lot has happened in the six years since the launch of Enlist E3[®] soybeans. As thoughts turn to 2025 planning, let's reflect on what we discovered. What lessons did we learn? And which ones can we both apply to our seed businesses as we strive to keep improving and adding value for our customers?

Before we get started, let's review how the marketplace responded to Enlist E3 soybeans. Here's the report card:

- **#1** soybean trait technology in the U.S.
- Planted on **>58%** of U.S. soybean acres in 2023
- **6** consecutive years of market-share gains for the Enlist E3 trait across the industry
- **140,000,000** acres sprayed with Enlist[®] herbicides since 2017
- **>80%** of Enlist E3 soybean acres received an Enlist herbicide application in 2023
- **100%** U.S. manufacturing for Enlist One[®] and Enlist Duo[®] herbicides
- **Near-zero** volatility formulation of 2,4-D choline in Enlist herbicides; proven to be effective, easy to use and neighbor friendly in the field

Those are the numbers. But how about the business lessons? Here's our take ...

LESSON #1

LICENSEES PLAY A KEY ROLE IN LAUNCHING NEW SEED TECHNOLOGIES

U.S. Enlist Field Specialist, Corteva Agriscience, Andy Carriger said this recently about the launch of Enlist E3 soybeans. "Licensees took this on and ran hard with it. And they did a very good job introducing this new technology to the market." According to Andy, a big part of the success of Enlist E3 soybeans can be attributed to licensees who embraced the challenge and opportunity. It's a key lesson for the future. The rapid success showed Corteva Agriscience and the rest of the seed industry the power of independent seed companies and their relationships with their customers. We hope it also reinforced to licensees seed companies how important a role they continue to play in introducing new ideas and technologies. Nimble, quick-to-learn people and companies, focused on helping their customers, came up big in the launch of Enlist E3 soybeans – a lesson worth remembering.

LESSON #2

OPERATIONAL BENEFITS AND EASE OF USE MATTER

Technology developers love hard data, facts and scientific proof: bushels, yield advantages and ROI. Yet the success of the Enlist[®] weed control system shows the value of things that make farming easier, less stressful, more enjoyable and more profitable. The ease-of-use and simplicity benefits of the Enlist weed control system were heavily researched and well known prior to launch. And yet, it wasn't easy to place a value on that ahead of seeing the system work in the real world. Leave it to farmers and you, our licensees, to totally understand this. The lesson for us all? Don't get so hung up on data and metrics that we forget the people side of the equation and the difference a technology can make in ways that show up beyond profit and loss. What are you doing? What are we doing? And what can we all do today and in the future to make our customers' jobs easier and more enjoyable and more successful?



LESSON #3

DOING BUSINESS FACE TO FACE IS GREAT, BUT OTHER TOOLS CAN BE EFFECTIVE

This isn't exactly related to the launch of the Enlist herbicide technology, but who would have guessed the disruption and change thrown at the seed industry by the pandemic? Looking back, we can see we learned how to adapt our companies, adapt how we do business and take care of customers and also adapt how we launch new ideas and technologies. The good news is we all survived and learned! Look at all the new ways of connecting and communicating with customers we discovered and mastered – from Zoom and Microsoft Teams calls to webinars, YouTube videos, Facebook and X (formerly Twitter), mobile texting and even the good old “rediscovered” telephone. What tools are you using today vs. just a few years ago in your sales, technical, marketing and customer support toolbox? And what new tools are on your radar screen? (Hint: AI.) One thing's for certain; change will happen. The lesson: Be adaptable and willing to adopt new ways of reaching customers and doing business.

LESSON #4

FARM AND NON-FARM NEIGHBORS CARE HOW WE FARM

We've all known this for a long time, but somehow the launch of the Enlist weed control system and another competitive technology brought this into hyper focus. In surprising and positive ways, neighbor-friendly attributes of the Enlist weed control system helped the new technology flourish in the market. The learning point: Stewardship is now a way of life and a way of business – and it can help build markets and acceptance for new technologies. This market-building effect of being a “good steward” of technology is a new and positive lesson learned. How can we all apply this concept to what we offer our customers now and in the future?

LESSON #5

FARMERS WANT CHOICE

At its heart, farming is a business for those with a streak of independence – people who want to make their own choices. This fact came through loud and clear with the launch of the Enlist weed control system. People – especially farmers – desire options. And that's where you, our licensees, played a key role by bringing new technology to market, helping farmers understand it and giving them a choice. Lesson learned? The power of giving customers options and helping them to make well-informed decisions.

™ & © Trademarks of Corteva Agriscience and its affiliated companies. The transgenic soybean event in Enlist E3® soybeans is jointly developed and owned by Corteva Agriscience and M.S. Technologies L.L.C. Following burndown, Enlist Duo® and Enlist One® herbicides with Colex-D® technology are the only herbicides containing 2,4-D that are authorized for preemergence and postemergence use with Enlist® crops. Consult Enlist® herbicide labels for weed species controlled. Enlist Duo and Enlist One herbicides are not registered for use or sale in all states and counties; are not registered in AK, CA, CT, HI, ID, MA, ME, MT, NH, NV, OR, RI, UT, VT, WA and WY; and have additional subcounty restrictions in AL, GA, TN and TX, while existing county restrictions still remain in FL. All users must check “Bulletins Live! Two” no earlier than six months before using Enlist One or Enlist Duo. To obtain “Bulletins,” consult epa.gov/espp/, call 1-844-447-3813, or email ESPP@epa.gov. You must use the “Bulletin” valid for the month and state and county in which Enlist One or Enlist Duo are being applied. Contact your state pesticide regulatory agency if you have questions about the registration status of Enlist® herbicides in your area. ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. IT IS A VIOLATION OF FEDERAL AND STATE LAW TO USE ANY PESTICIDE PRODUCT OTHER THAN IN ACCORDANCE WITH ITS LABELING. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELED FOR SUCH USE IN THE STATE OF APPLICATION. USE OF PESTICIDE PRODUCTS, INCLUDING, WITHOUT LIMITATION, 2,4-D-CONTAINING PRODUCTS NOT AUTHORIZED FOR USE WITH ENLIST CROPS, MAY RESULT IN OFF-TARGET DAMAGE TO SENSITIVE CROPS/AREAS AND/OR SUSCEPTIBLE PLANTS, IN ADDITION TO CIVIL AND/OR CRIMINAL PENALTIES. Additional product-specific stewardship requirements for Enlist crops, including the Enlist Product Use Guide, can be found at www.traitstewardship.com.

© 2024 Corteva.