

A vast field of bright yellow mustard flowers stretching to the horizon under a clear sky. In the distance, a line of trees and some buildings are visible.

DuPont Pioneer® Hybrid Mustard  
**Seed For High Yield Advantage**

# DuPont Pioneer® Hybrid Mustard Seed For High Yield Advantage

DuPont Pioneer® hybrid mustard seed considerably improves the mustard crop economics, at par with competing crops like wheat. DuPont Pioneer develops such mustard hybrid seed system & commercialized it on large scale.

## Issue

Mustard is an important oil seed crop in India as the nation imports 50% of its edible oil requirement. The mustard crop can be grown in large geography of west, north & eastern India. However, the mustard acreage has remained static at 7 million hectares over several years due to uncertainty & non-remunerative economics associated with the crop. Also the farmers have limited choice of seed varieties due to poor yield & low disease tolerance.

## Challenge

In India many farmers lack awareness and benefits of improved seeds and crop management practices. Innovative approaches were required to researching the fields, practicing Parent Seed Multiplication, developing infrastructure and training growers for field production, processing the results and create acceptance among very large numbers of small farmers spread across large geography.

## Solution

At DuPont the scientists believed that introduction of hybrid seed is important to improve the mustard crop economics, at par with competing crops like wheat. DuPont Pioneer develops such mustard hybrid seed system & commercialized it on large scale.

With support & technical guidance from DuPont Canada team, India Mustard Research Team has developed DuPont Pioneer F-1 Mustard hybrids with substantial yield advantage over Open Pollinated Varieties.

DuPont Pioneer is committed to exploring alternate models to improve the productivity and profitability of farmers to meet agricultural growth challenges. Adoption of Public Private Partnerships (PPP) helps create a sustainable structure for adoption of hybrid seeds, improve crop management practices, thus creating market linkages towards a better price discovery. DuPont Pioneer produces and markets a wide range of DuPont Pioneer® Hybrid Mustard seeds in India.

## Benefit

Today, approximately half a million farmers are expected to grow the DuPont Pioneer mustard hybrid seed in 850000 acre. As per the projections, by 2017 DuPont Pioneer F1 mustard hybrid seeds will be planted in approximately 3 million acre.

