



A Season *for* Growth

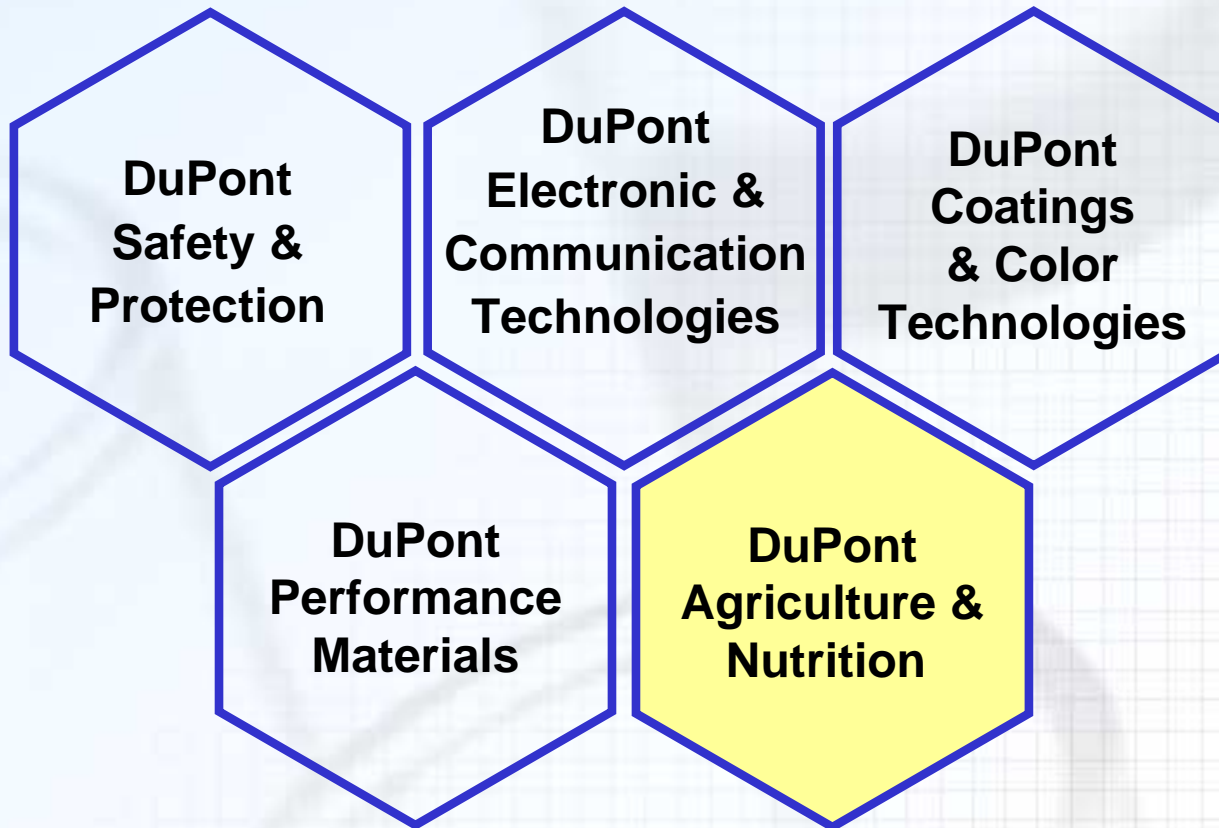
Business Review Series - DuPont Crop Protection
Jim Borel – Vice President & General Mgr.

September 10, 2003



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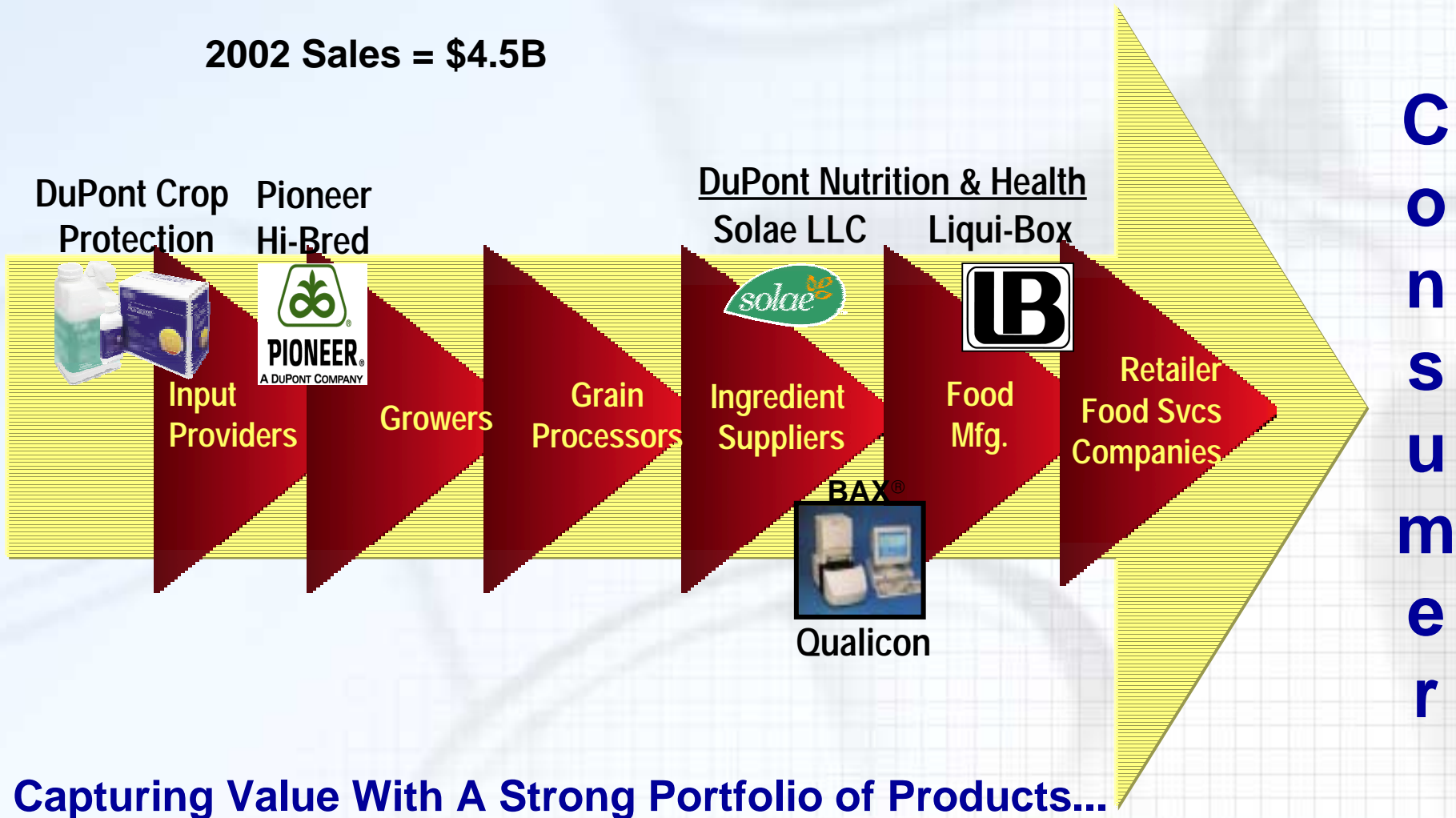
Five Platforms for Sustainable Growth



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DuPont Agriculture & Nutrition Platform

2002 Sales = \$4.5B



Capturing Value With A Strong Portfolio of Products...

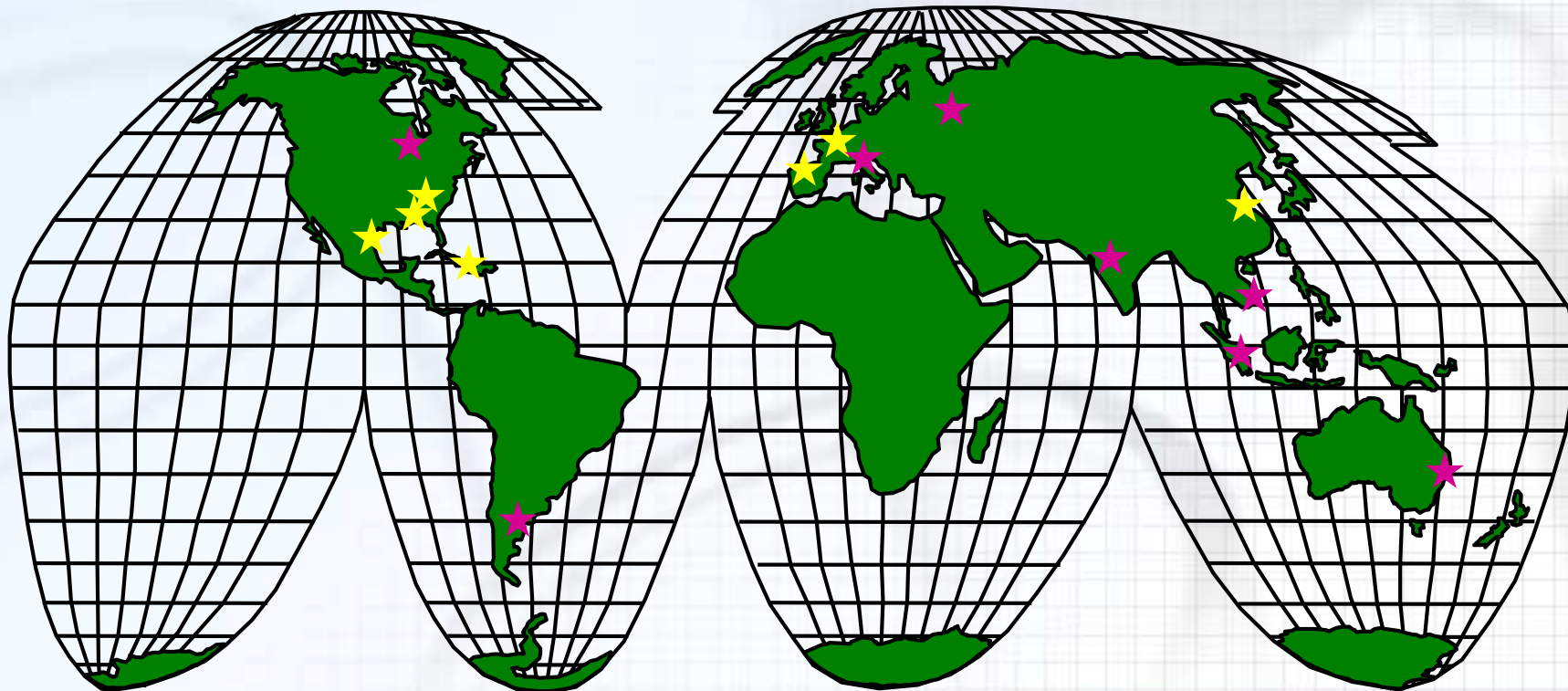
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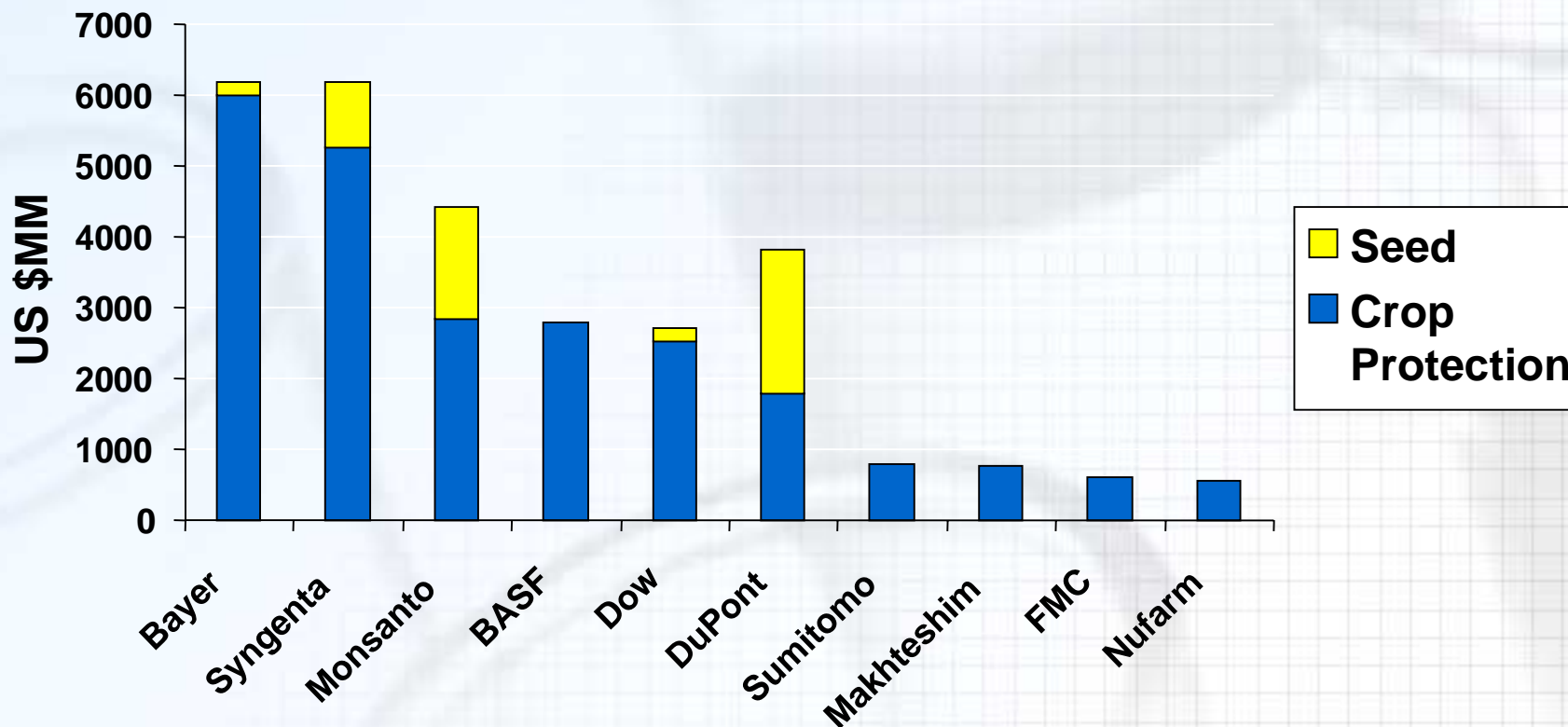
DuPont Crop Protection -- Overview

2002 Sales	\$1.8 Bn
People	3,700
Countries	40+
Plants	15



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Industry Crop Production Sales -- 2002



*Bayer sales include estimated full-year revenues of Aventis

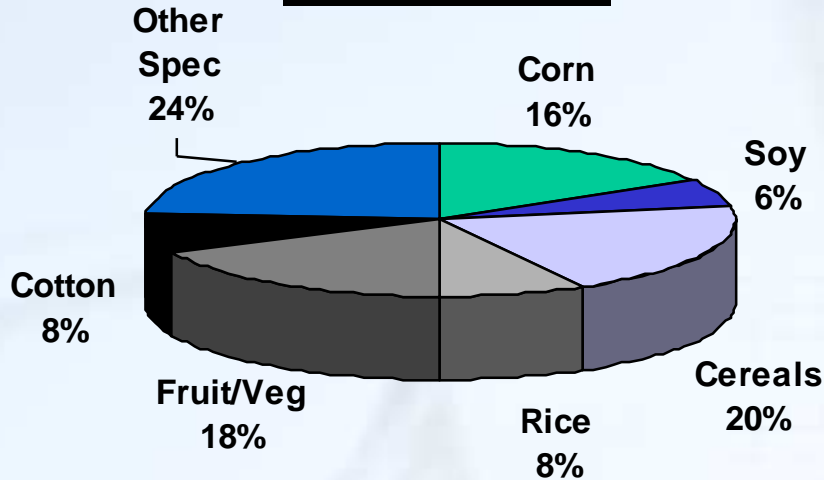
Source: Phillips McDougall Agriservice



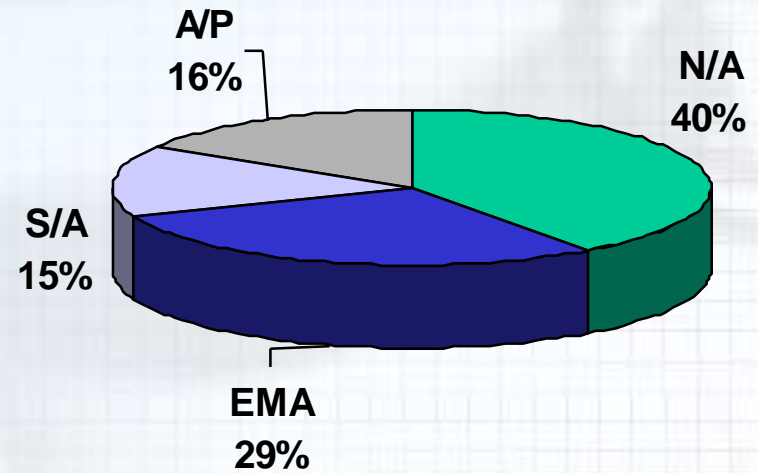
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DuPont Crop Protection – Sales Overview

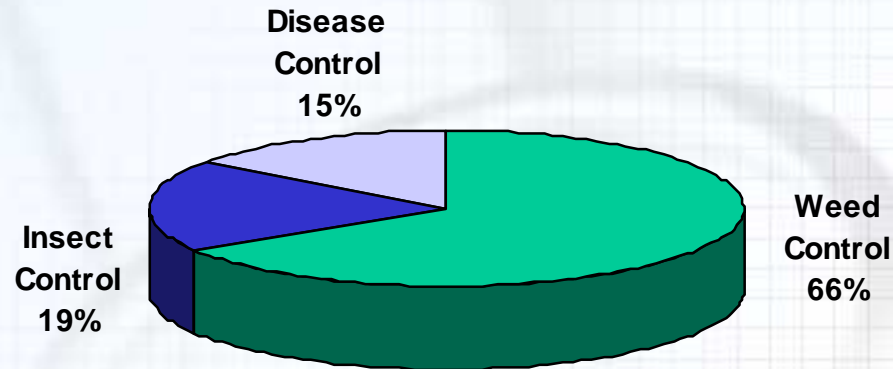
Crop Markets



Regions



Portfolio



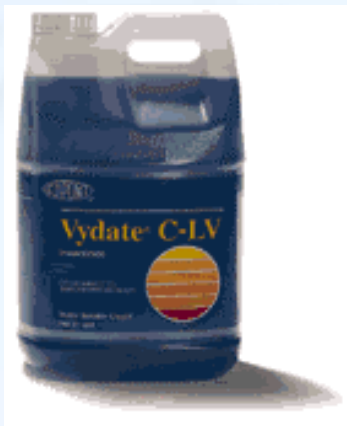
*2003 Estimates



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How is DuPont Crop Protection Winning in Today's Environment...

In a flat market, share gains are being realized from **Understanding Customer Needs Better than our Competitors**



- *Positioning of Vydate® Insecticide for growth by...*
 - *improving product stewardship by utilizing novel delivery methods*
 - *filling voids left by product exits*
- *Growing Steward® and Avaunt® Insecticide through new uses, expanded registrations and winning against genetic offerings in cotton.*



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How is DuPont Crop Protection Winning in Today's Environment...

We continue to translate **The Voice of the Customer** into Innovative Solutions to the Extent of Focusing on a “**Customer of One**”

The patented Blend Technology along with the Bulk Delivery System allows for customizing mixtures to meet specific weed control needs.



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How is DuPont Crop Protection Winning in Today's Environment...

...and bringing new Product Offerings to meet the ever-changing challenges of food production...

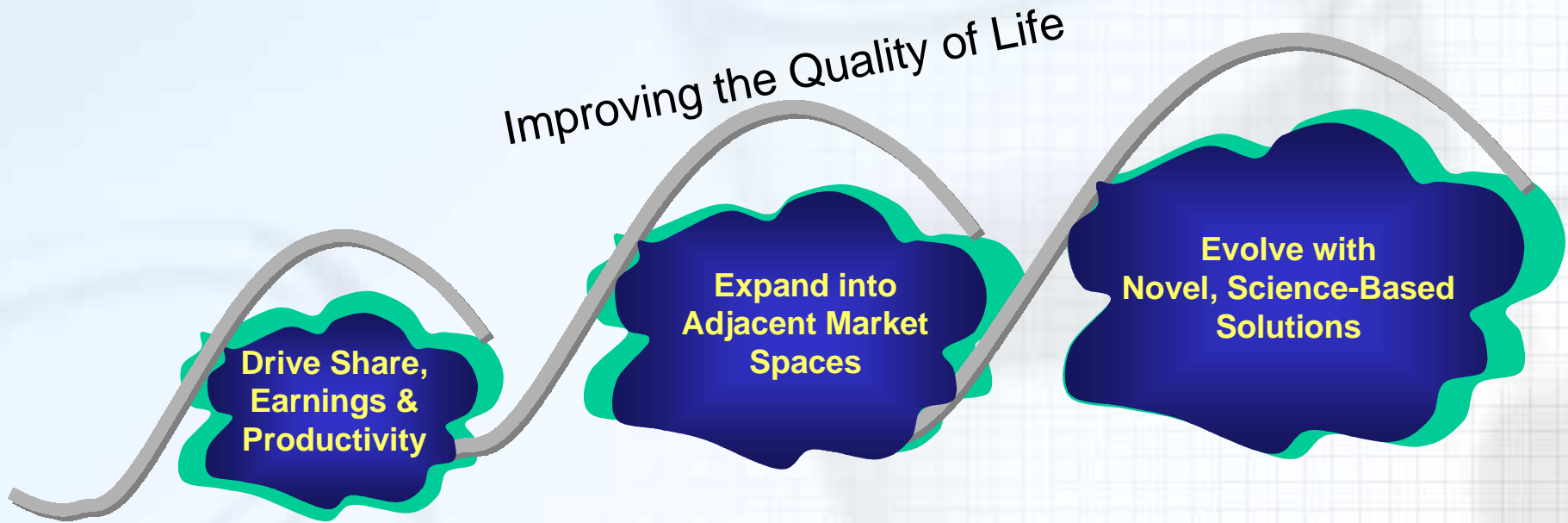


- *Growing the SU franchise through new uses in corn, and expanded registrations in areas such as rangeland with Cimarron® Herbicide*
- *Bringing new fungicides such as Tanos® into the market for effective disease control in Specialty crops*



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Crop Protection ...Transformation To Sustainable Growth



Building Relationships to Serve

Driving Innovation

Creating New Market Space



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Key Initiatives

- Growth in Specialty Markets
- Building a strong SU Franchise to maximize value
- Continue improving productivity and asset utilization
- Operating an innovative, sustainable R&D capability



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We have established an attractive growth platform in Specialty Markets and are expanding offerings and extending presence into adjacent market spaces.



Key drivers of current strategy

- Drive full potential of existing products in key segments
- Accelerate Professional Products entry
- Selective acquisitions/In-licensing to expand portfolio

We are confident that our Specialties earnings growth is broad-based and sustainable.



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We are strengthening our SU franchise to provide earnings & cash flow over time and positioning our technology in new segments for future growth.



Key drivers of current strategy

- Strengthen global S/U Brand
- Capture value from Pioneer collaboration
- Use 3rd party alliances to strengthen our position & defend against generics
- Innovative S/U formulations
- Drive low-cost, tax-advantaged supply

We are driving earnings and cash generation through innovation & renewal.



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We are driving continuous improvement in asset utilization & overall productivity.

Key drivers of current strategy

- Continue cost of manufacture improvement for Indoxacarb (Steward®), Avaunt®, Famoxate (Tanos®), Carbamates (Vydate®), Cymoxanil (Curzate®) & SU's.
- Drive cycle time improvement for additional working capital and cost reduction.
- Expand pay for performance variable cost structures based on successful efforts in Brazil and Southern Cone.
- Continue developing our Six Sigma capabilities and driving productivity in all activities.



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We are operating an innovative, sustainable, R&D program.



Key drivers of current strategy

- Drive product growth and renewal.
 - Aggressively develop pipeline candidates from discovery.
 - Expand into adjacent market spaces; e.g professional products, etc.
 - Leverage the interface of chemistry & genetics to establish novel, science based solutions.
-
- Development is delivering growth!
 - Research is delivering innovation!



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**We have a solid 5-year plan...
...and are ready to grow beyond!!**

Solid growth in Base Business

- Specialties -- high revenue growth/earnings
- Grains/SU's -- strong earnings/cash
- Continued Productivity Improvement

Significant Additional Growth Potential

- Logical, adjacent markets
- Novel, Science-Based Solutions



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We are creating alliances and branded offerings...



...to compete in a consolidating industry.



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