



## 2020 Partnerships & Initiatives

Partnerships & Initiatives	Description	Benefits
 <p><b>Underwrite Grower Access</b></p>	<p><b>U</b>nderwrite growers' free access to Planting Profits®. Underwriting is for a set period of time. Underwriting is similar to an NPR daily sponsorship. Branding and other messaging can be dynamic – based on view time, grower demographics, and where the grower is in the planning process.</p>	<ul style="list-style-type: none"> <li>✓ Growers see branding/messaging impressions for an interval of up to 1 -2 hours per session; likely several sessions per grower interaction.</li> <li>✓ Sponsor branding on all pages</li> <li>✓ Bring immediate value to growers and creates goodwill</li> <li>✓ Increases customer loyalty</li> <li>✓ Promote your brand</li> </ul>
 <p><b>Sponsor Grower Workshops</b></p>	<p><b>S</b>ponsor grower workshops -- in-person instructor lead training labs where growers develop next year's production plan. You can also sponsor training via webinar.</p>	<ul style="list-style-type: none"> <li>✓ Growers see branding on variety of artifacts, training materials, signage during the workshop, and after</li> <li>✓ Bring immediate value to growers and creates goodwill</li> <li>✓ Increase customer loyalty</li> <li>✓ Promote your brand</li> </ul>
 <p><b>Site Advertising</b></p>	<p><b>P</b>lace ads on Planting Profits® on a monthly basis. Examples of specific page placements include crop selection and crop information pages and the forward sales page. Global ads appear on all input and analysis output pages.</p>	<ul style="list-style-type: none"> <li>✓ Users see branding/messaging impressions for 1+ hours per session</li> <li>✓ Connect to growers when they are making critical crop choices and related planning decisions including what products to purchase, what insurance to buy, what crop to forward sell, etc.</li> </ul>
 <p><b>Company Consultants</b></p>	<p><b>E</b>stablish an internal team of consultants trained and certified to use Planting Profits® to help growers with production planning. This can be a new service or a new tool to advance an existing service. The production planning service is positioned upstream of purchasing and other key grower decisions.</p>	<ul style="list-style-type: none"> <li>✓ Increase interaction and sales opportunities with customers</li> <li>✓ Create new revenue stream (if fee-based)</li> <li>✓ Strengthen relationships with growers</li> <li>✓ Unique service positioning and industry leadership to retain existing customers and to attract new ones</li> <li>✓ Increase customer loyalty and brand equity</li> </ul>
 <p><b>Data Exchange</b></p>	<p><b>E</b>xchange data between Planting Profits® and your ag software. Data for fields and crops can be automatically uploaded. After completing the planning process, the selected crop mix is exported for execution and recordkeeping.</p>	<ul style="list-style-type: none"> <li>✓ Reduce growers' need to enter field and crop data</li> <li>✓ Provide easy access to Planting Profits® via their current ag software</li> <li>✓ Leverage recordkeeping data</li> <li>✓ Get a competitive edge over platforms that do not integrate with Planting Profits®</li> </ul>
 <p><b>White Label</b></p>	<p><b>I</b>ntegrate Planting Profits® with your platform. By extending our APIs, data exchange can be seamless for your customers' convenience. Branding can be augmented.</p>	<ul style="list-style-type: none"> <li>✓ Increase your value proposition to growers</li> <li>✓ Provide extension of capabilities without extensive development, testing, and likely patent infringement</li> <li>✓ Get a competitive edge over platforms that do not integrate with Planting Profits</li> </ul>

