



Co-ops & Input Retailers Partnership Program

Benefits to Your Business



Planting Profits® is partnering with co-ops and ag retailers to offer a new upstream production planning service. The service uses our on-line planning tool to help growers decide their crop mix. The planning service dovetails with agronomic services, recordkeeping and input sales. Ag retailers can use Planting Profits® to build a new and valuable upstream production planning service. We have several programs to meet your wants and needs. Planting Profits® can be a strategic asset to your retail operation. Benefits include:

- **Support Core Product Sales** – Providing upstream production planning service expands customer contact and sales opportunities. Outcomes from the planning process drive and help finalize input purchase decisions.
- **Improve Forecasts** – Insight from the planning process across a base of growers can help gauge grower intentions earlier and improve product demand forecasts and fulfillment.
- **New Revenue Stream** – The production planning service can be bundled into your existing suite of agronomic services or sold as a stand-alone service. For the right grower, production planning is a high-value service that growers will value and pay for.
- **Competitive Differentiator** – Delivering the production planning service either for a fee or for free to your best customers is another way to compete in areas beyond product pricing.

Benefits to Your Growers



Planting Profits® is an on-line production planning tool that helps growers find their best mix of crops and acreage. Using minimal farm data and optimization algorithms, Planting Profits quickly analyzes all production options and trade-offs between profit, risk, asset use and stewardship. Planting Profits can be used to deliver on-line or in-person planning services. Planting Profits is most beneficial for row crop growers who have some crop choices and some flexibility in their rotations. For these types of growers, Planting Profits often finds crop mixes that have 10 – 30% higher forecasted income than the grower’s intentions. It only takes 30 – 60 minutes to create and analyze a farm model. Planting Profits provides a new business opportunity ...

