

Crop Plan Warranty Case Study: Partnership Accelerates Product Adoption

A TOP 5 CROP LIFE 100 RETAIL PARTNER

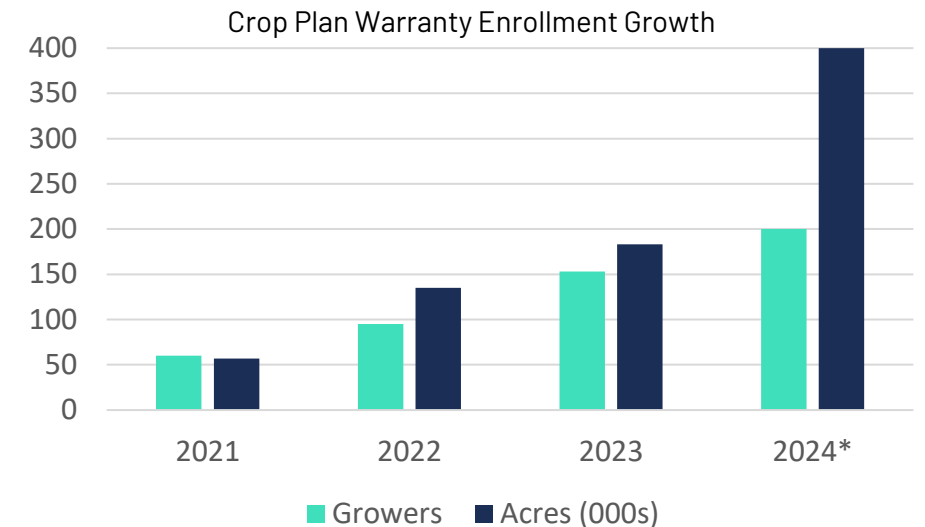
Growers Edge partners with Retailer to develop a warranty-backed program for farm inputs and services. The warranty covers farm technologies, seed, fungicides, fertilizer and additional farm inputs.

- **4th Year** of partnership with Retail Partner and Growers Edge
- Partner is doubling the acres enrolled every year:
 - 2022 - 90,000a
 - 2023 - 190,000a
 - 2024 - 400,000e
- 78% of all acres enrolled are re-enrolled annually.
- In 2023, Retailer added over 195K acres resulting in **\$2.85MM** in sales from fertilizer, insecticide, and fungicides, **\$1.90MM** in additional seed sales, and **\$1.2MM** billed in farm technologies (including 4-year commitments).

- This Crop Plan Warranty was built using products and services that are proven and part of a full acre recommendation to help the Retail Partner achieve maximum ROI, increase farmer satisfaction and triggers the lowest number of warranty claims.

FARMER ROI	
2021	4.98 to 1
2022	5.35 to 1
2023	6 to 1
2024	8 to 1*

*Anticipated



“

Crop Plan Warranty was a key part of helping enroll a large account. It not only helped **grow sales** with the customer but **helped solidify a multi-year commitment to our organization**. Four years of product adoption, will all help the customer **maximize their ROI**.

- Top 5 Crop Life 100 Retailer Sales Rep, Iowa