

Convincing Growers to Consider Bioproducts

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Overview

- What's on farmers' minds when considering new products
- Data needed to support a decision
- Retail channel advantages







*About 5000 retail locations in the 48
contiguous states
Over 80% of crop input sales*

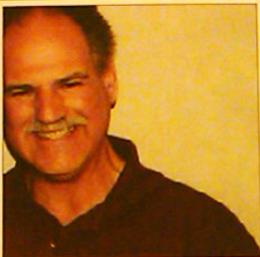


On the minds of farmers...

- Cash cost
- ROI
- Difference from / advantage over current tools
- Market access
- Convenience
- Special Handling
- Predictable
- Supplier reputation



JIM THRIFT'S PLANTMOJO



KEEP OUT OF REACH OF CHILDREN

WARNING: Avoid facial contact, as mustaching is known to occur. Stand away when opening, or risk inhaling the scent known as "old man." Beware. Do not use on plants after midnight.

See inside for complete FIRST AID, PRECAUTIONARY STATEMENTS, DIRECTIONS FOR USE, CONDITIONS OF SALE AND WARRANTY, and state-specific crop and/or use site restrictions.

- Increases crop yields in winter months.
- Perfect for eliminating weeds, fungi and in-laws.
- Repels lawsuits and damage claims.
- Makes the weather 10° cooler but twice as helpful.
- Only absorbs the needed amount of water. Any water remaining becomes scotch.
- Helps make a great margarita.
- Repels insects, birds, rabbits, IRS agents and hippies.
- Instantaneously improves commodity markets.
- Keeps your unmarried daughters from getting pregnant.
- Donates to charities on your behalf.

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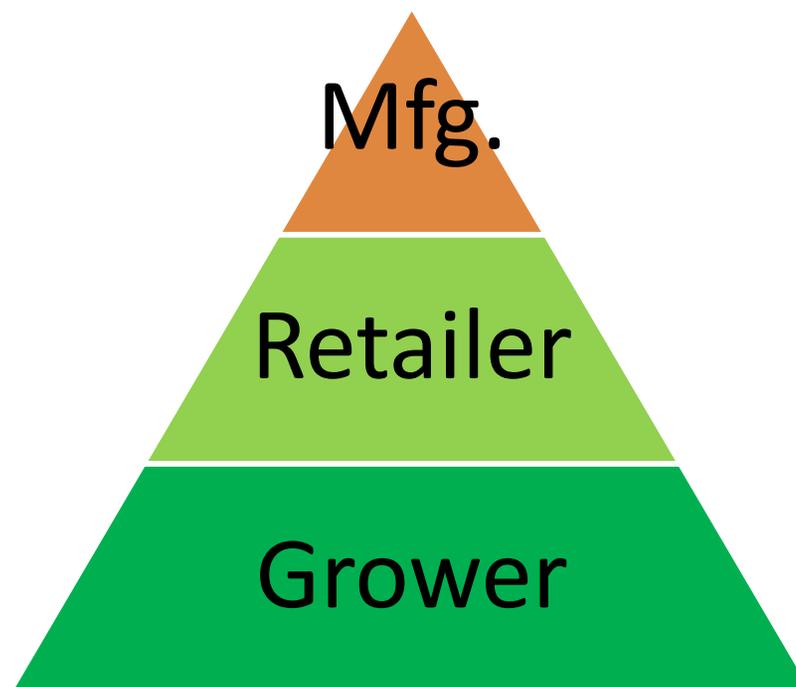
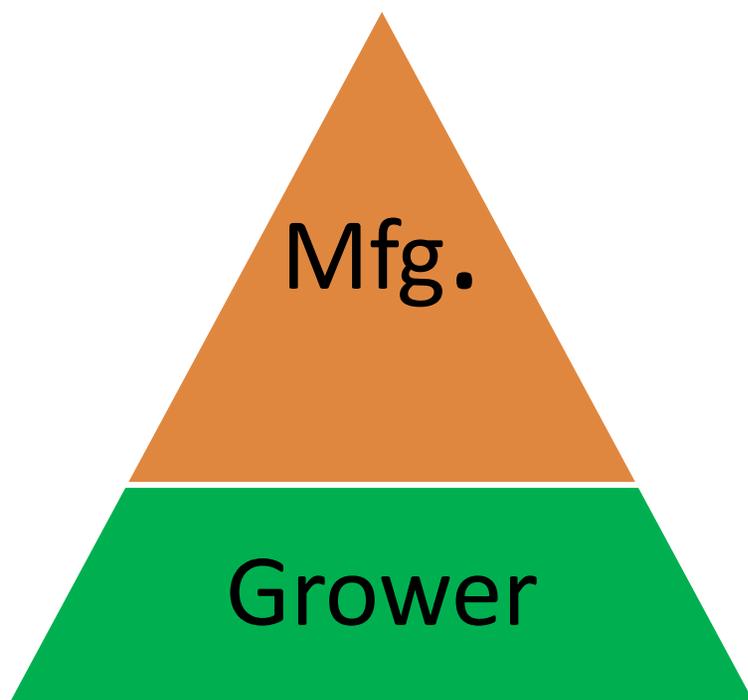
Data needed to support a decision

- 3rd Party research done in local conditions
- Documented ROI
- Downstream channel preferences

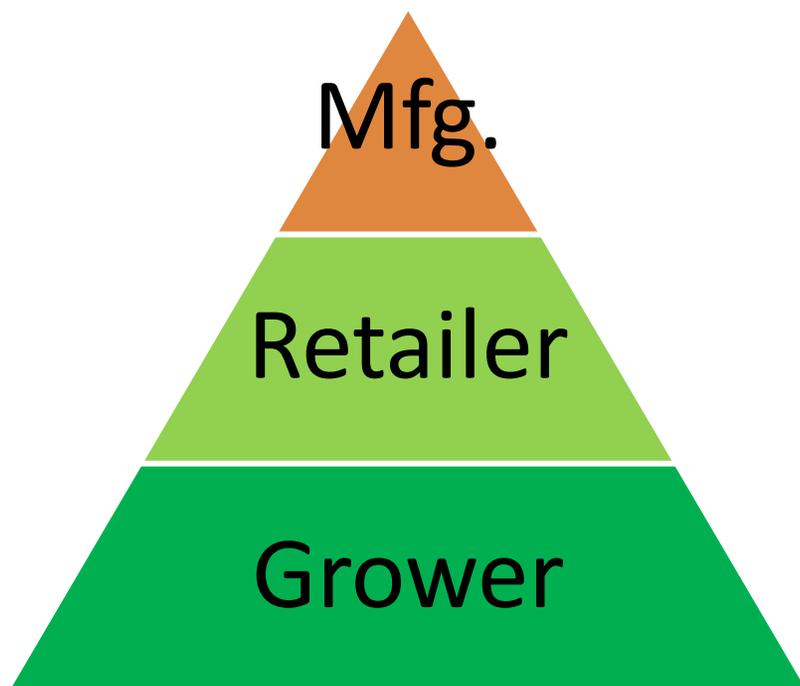
Decision data (2)

- Is the package complete?
- Environmental impact
- Testimonials

Value of the Retailer

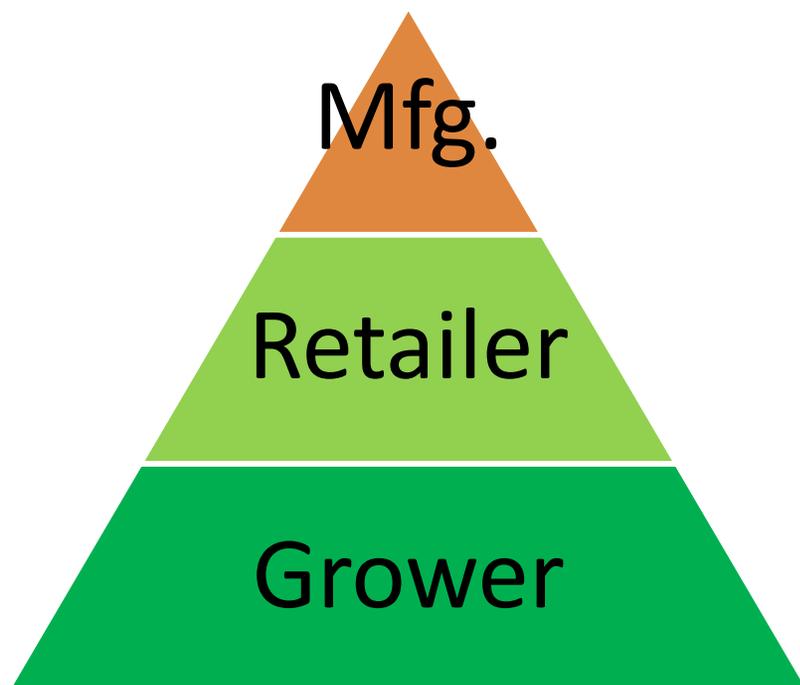


Value of the Retailer



- Leverage marketing with Retailer relationships and expertise
- Growers don't have time to be the expert – retailers sort the good from the bad

Value of the Retailer



- In-season product support
- Efficacy intel
- Custom application
- Assemble the complete package

Working with Retail

- Looking for ways to differentiate
- Captured value must be shared along the chain to those who provide it
- Good products, not gimmicks

Conclusion

- Bioproducts are a genuine opportunity
- Complete an IPM strategy
- Market access advantages in some markets
- Leverage the expertise and relationships of retailers



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