



“STEP UP” INOCULANT CONVERSION PROGRAM

Inoculants have been on the market for decades, and even with highly variable yield advantages, there are very few soybean fields today without Bradyrhizobium, Penicillium bilaiae, or a similar beneficial bacteria. As such, the market has become commoditized, placing incremental margin pressure on retailers and seed dealers year over year,

At NewLeaf Symbiotics, we believe the Terrasym platform offers growers a better, more cost-effective method to increase crop productivity than today's inoculants. Further, this easy-to-use platform is priced for broad acre adoption and helps growers optimize in-season crop performance while increasing yield. We're so confident in Terrasym's effectiveness that we're offering an exclusive incentive to you, the retailer!

CONVERT CURRENT INOCULANT ACRES TO TERRASYM 401 & EARN 50¢ AN ACRE!

- Terrasym is not an inoculant but provides many of the same benefits at a fraction of the cost, ultimately offering your farmer customers increased ROI
- Provides you with new technology to position on the acre
- Offers an opportunity for a differentiated conversation and in-season touchpoints with your farmer customers
- Enhanced margin opportunity with an average yield advantage of 3.8 Bu/A and a 71% win-rate

PROGRAM DETAILS

- Minimum of 10,000 acres to qualify
- Retailer earns \$0.50 per acre on every acre converted in 2021
- Retailer submits report* to NewLeaf by July 31, 2021 and NewLeaf provides a check by September 30, 2021.

**Dealer to work with local Terrasym representative to determine the best format for reporting converted acres*



Contact your local Terrasym rep & take advantage of this great opportunity today!

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