



**FARMERS** <sup>SM</sup>

---

**BUSINESS NETWORK**

# STUCK IN THE MIDDLE

FARMERS ARE WEDGED BETWEEN OLIGOPOLISTIC MARKETS

## INPUTS



MONSANTO



BASF

syngenta

## EQUIPMENT

CNH  
INDUSTRIAL



JOHN DEERE

## RETAIL & CO-OPS

CHS



WINFIELD

GROWMARK



## MEAT PACKERS



National Beef

JBS



Cargill

## TRADERS/GRAIN MARKETERS

Cargill



ADM

BUNGE

## MILLERS/REFINERS/BIO-FUELS

Cargill



ADM



# STRENGTH IN NUMBERS

FARMERS FIRST NETWORKS FOR INFORMATION & PRICE

## INPUTS



## EQUIPMENT



## CPG



## MEAT PACKERS



## TRADERS/GRAIN MARKETERS



## MILLERS/REFINERS /BIO-FUELS



# WHAT WE DO

## (1) LARGEST NETWORK

WHAT: World's Largest Geospatial Agronomic Network

## (2) EMPOWER FARMERS

HOW: Democratizing data, networking it, making it useful.

## (3) LEVERAGE POWER

WHY: Leverage the power of large scale data science, decision support, and market access.



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A vibrant green cornfield under a dramatic, cloudy sky. The corn plants are in the foreground, and the sky is filled with large, dark, textured clouds. The overall color palette is dominated by various shades of green and grey.

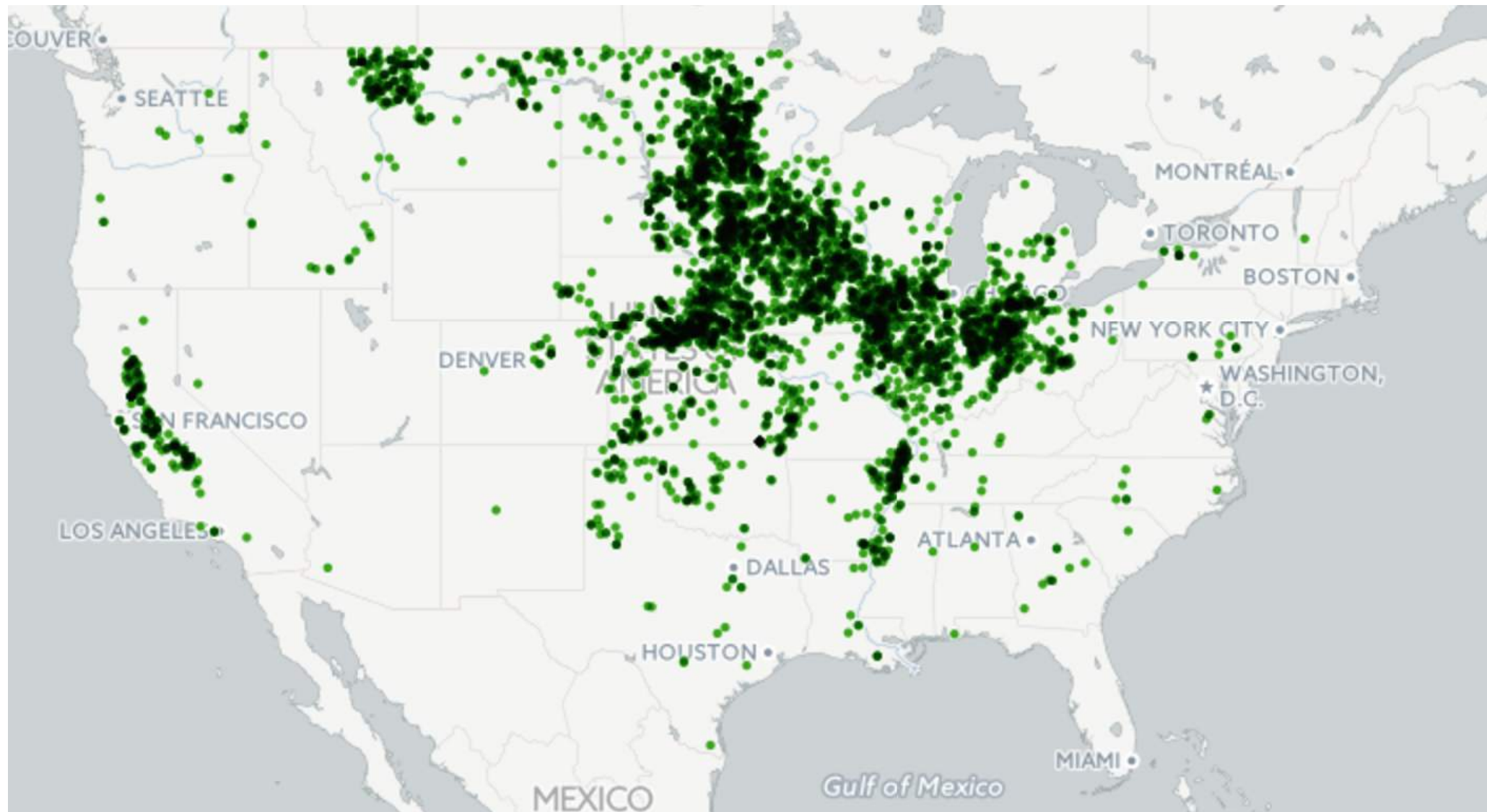
**OUR PROMISE  
INDEPENDENT &  
UNBIASED ANALYTICS**



A photograph of a lush green cornfield in the foreground, with a dramatic, cloudy sky in shades of green and blue in the background. The text "POWERED BY REAL FARMS" is centered in white, bold, sans-serif font.

**POWERED BY  
REAL FARMS**

# 4,800+ FARMS & 15M ACRES STRONG





CONFIDENTIAL

# FBN MEMBERS ARE LEADERS

## Significant enterprise sizes

2,458

Median acreage size

3,640

Mean acreage size

## High-yielding, progressive growers

15%

Corn yield advantage over USDA average

18%

Soybean yield advantage over USDA average

95%

Adoption of precision equipment



# MANY SYSTEMS → ONE PLATFORM

CLEANING & INTEGRATING OF +60 FORMATS, SYSTEMS & VERSIONS



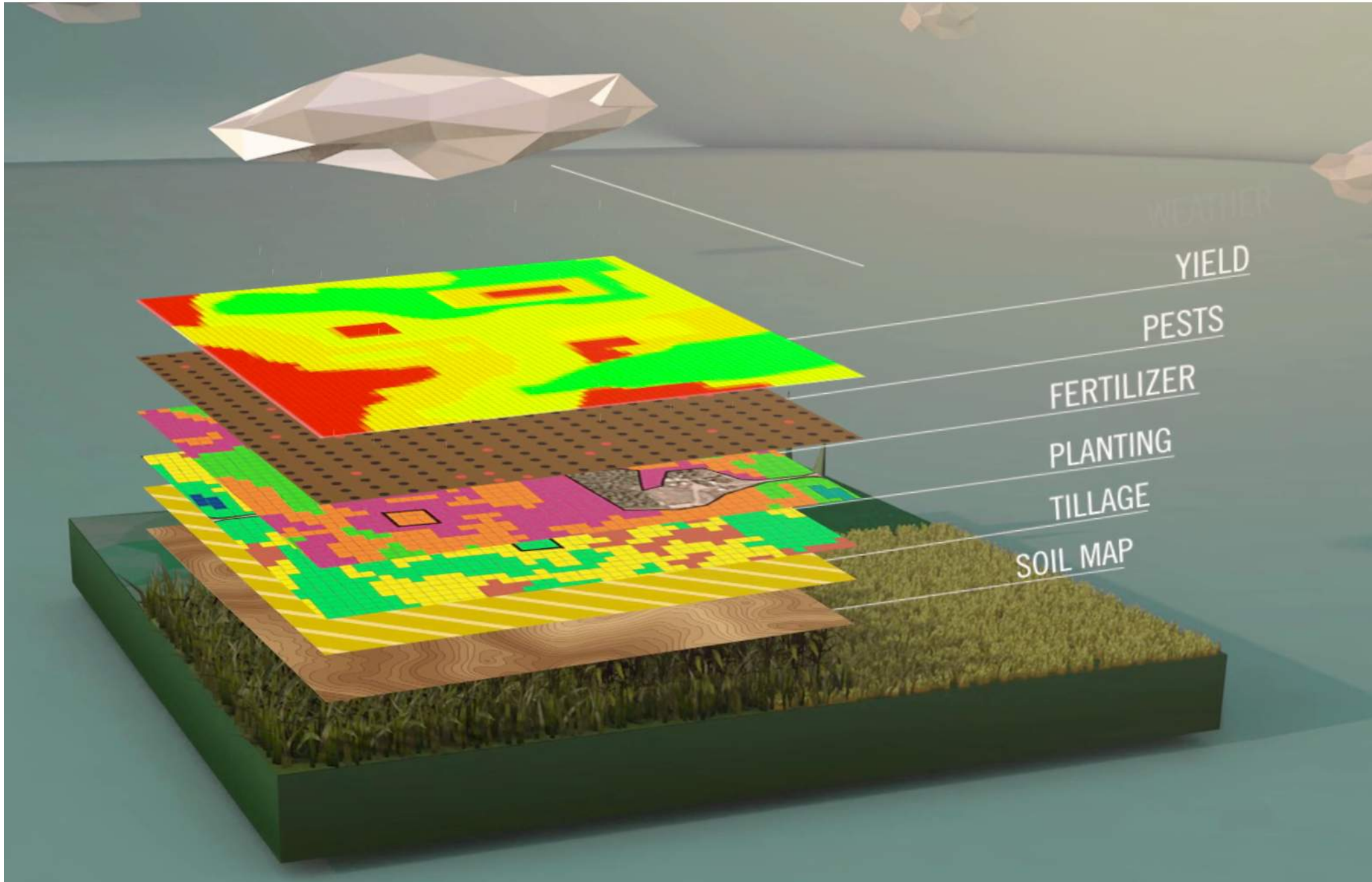
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#F2F16

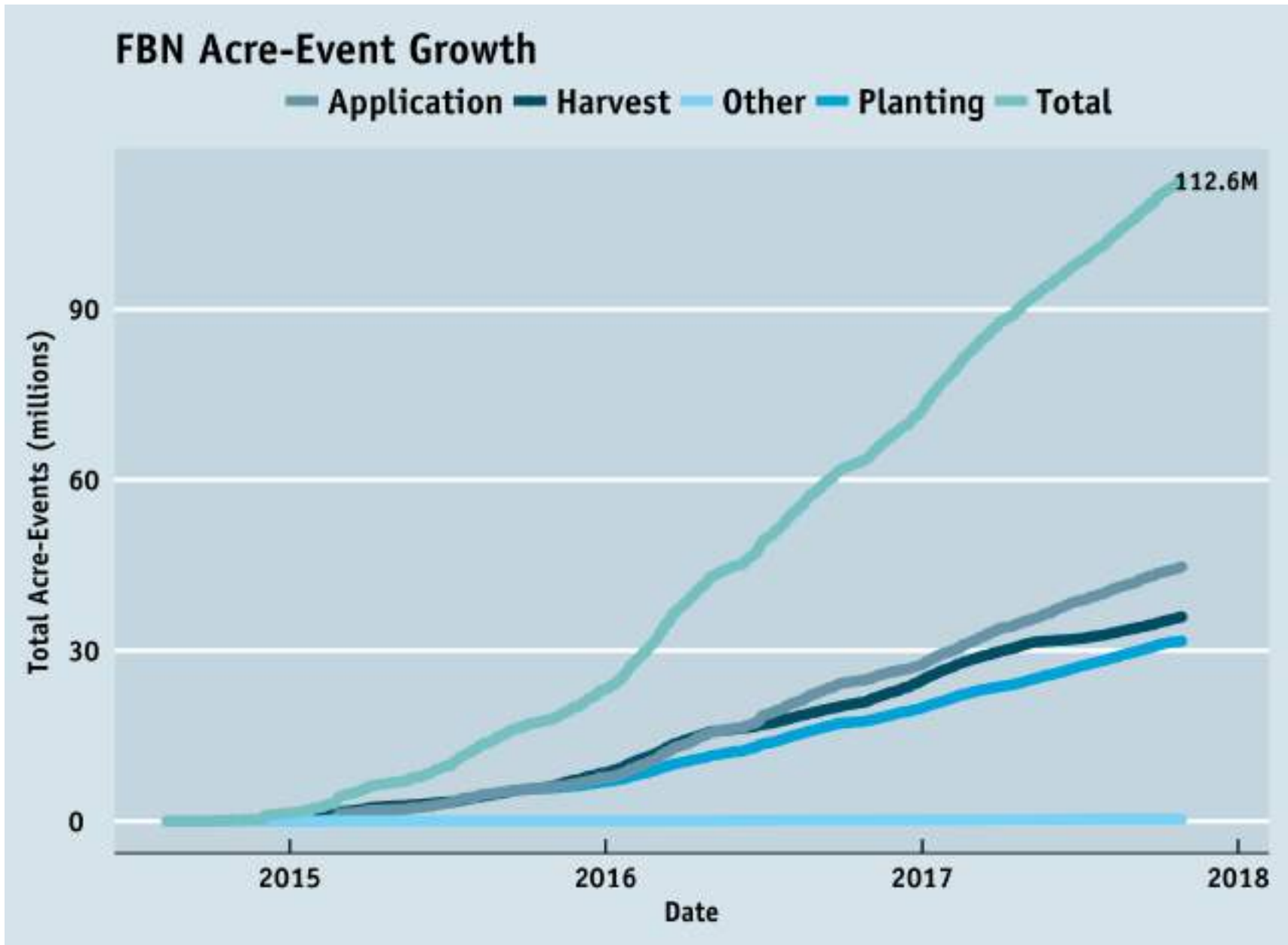


# INTEGRATE, NETWORK, ANALYZE AGRONOMIC DATA



CONFIDENTIAL

# 100+ MILLION ACRE EVENTS





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# POWER OF THE NETWORK

Transparency  
+ Confidence  
= Actionable Insights



# Price Transparency



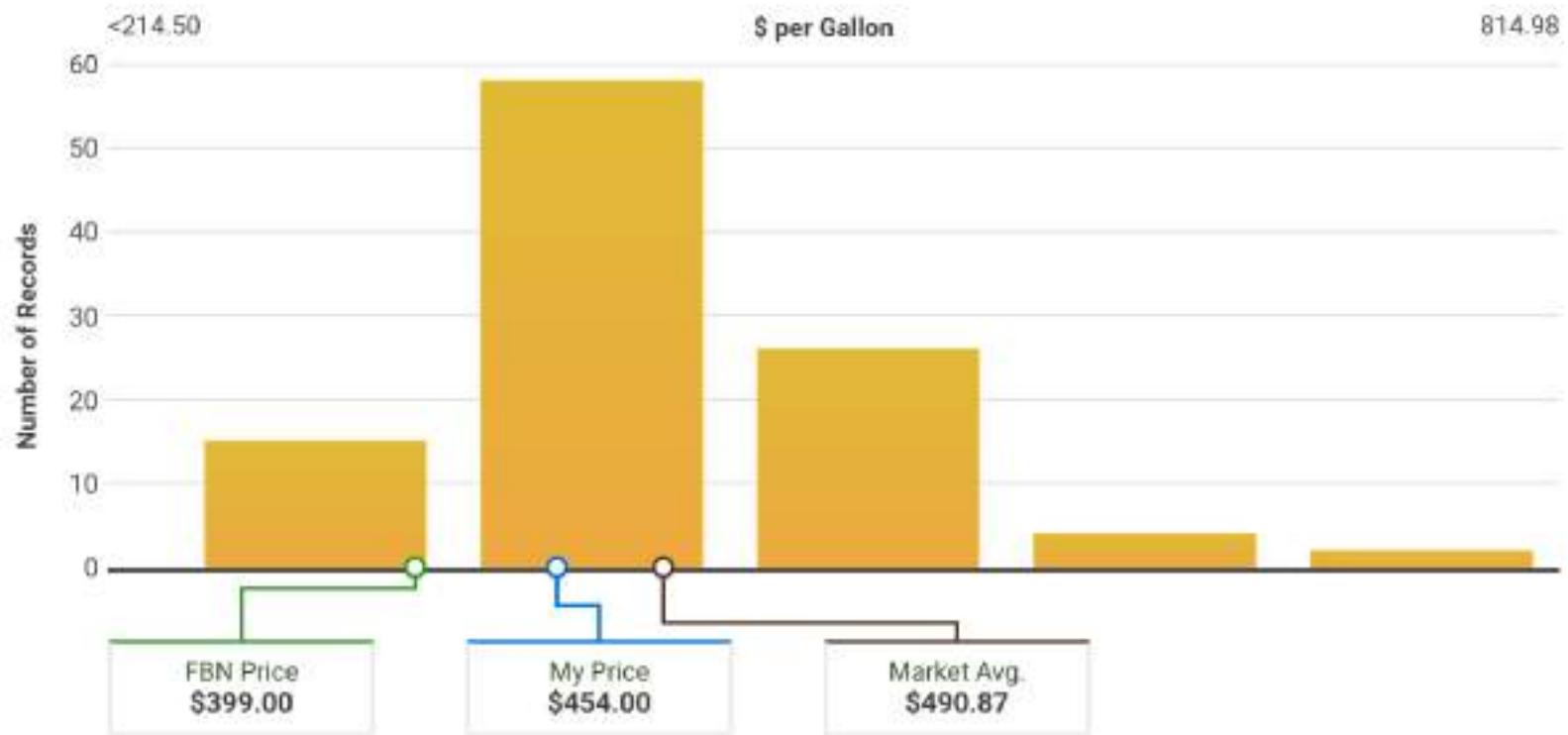
# PRICE INEQUITY

	LOWEST PRICE PAID	HIGHEST PRICE PAID	% DIFFERENCE
SHARPEN®	\$585.00	\$690.00	18%
ATRAZINE 4L	\$10.13	\$17.93	47%
LAUDIS®	\$358.00	\$560.26	56%
STATUS®	\$2.96	\$4.78	61%
PRIAXOR®	\$360.00	\$784.77	118%
POWERMAX®	\$13.50	\$30.84	128%
GRAMOXONE® SL	\$21.50	\$59.73	177%
AMS (Dry)	\$0.14	\$0.58	314%



# CHEMICAL PRICE TRANSPARENCY

TRACK REAL WORLD MARKET PRICES FOR THOUSANDS OF CHEMICALS



- Actual price ranges on over 1,000 products 25,000 price records.
- Unlocked when farmer adds a chemical invoice.
- Automatically find alternatives with the same active ingredients.
- Members have reported saving tens of thousands of dollars.



A vibrant green cornfield under a dramatic, cloudy sky with sunlight breaking through. The text is centered in white, bold font.

**Networked Data  
Provides  
More Confidence**

# Experimenting on Your Farm

The typical *FBN* farmer:

- Farms about **2,000** acres
- Grew **12** different varieties in 2017
- Has **20** soil types across their farm

To test all variety-soil type combinations  
at five different seeding rates, with 50 acres of  
data on each...

*How long would it take?*



A photograph of a lush green cornfield under a dark, overcast sky. The corn plants are in the foreground and middle ground, showing their characteristic long, pointed leaves. The text "30 Years" is centered in the middle of the image in a large, white, sans-serif font. The background is a dark, uniform grey, suggesting a cloudy or nighttime sky.

**30 Years**

# The Network Has Already Done the Experiments

Metric	Average <i>FBN</i> <sup>SM</sup> Farmer	<i>FBN</i> Network
Varieties	12	3,000+
Brands	4	150
Acres	2,000	20 million

***FBN* has 15,000 years of farming experience.**

# ENHANCED SEED SELECTION

Type to find Variety

Top Varieties My Favorites

Estimated Yield Performance (bu/A) Across the Entire Field

DKC57-92 Dekalb®	270.3
DKC237-1 Dekalb®	267.7
W207 Wylliec®	267.1
W698 Wylliec®	261.4
DKC730 ★ Dekalb®	261.1
DKC237-1 Dekalb®	258.8
P943 Pioneer®	256.3
DKC836 Dekalb®	254.8
P1311 Pioneer®	253.8
DKC67-10 Dekalb®	251.4

**DKC57-92** (Dekalb®)  
114 days MATURITY

Product Info

Make Favorite

Average Yield for This Field



Potential Compared to 2014

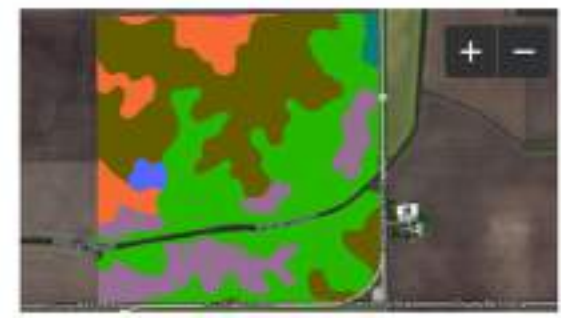
Yield Difference:

**↑ 20%**

Revenue / Acre: **\$918.00**

Revenue Difference: **\$23,500.80**

Soil Type	Acres (% of Total)	FBN Avg. Yield bu/A
<span style="color: green;">■</span> Drummer	60.43 (39%)	273.1
<span style="color: brown;">■</span> Raub	52.94 (34%)	275.3
<span style="color: purple;">■</span> Selma	22.87 (15%)	275.2
<span style="color: orange;">■</span> Ashburn	13.78 (9%)	263.5
<span style="color: blue;">■</span> Dana	1.93 (1%)	264.3
<span style="color: teal;">■</span> La Hogue	1.48 (1%)	254.7
<span style="color: pink;">■</span> Elliott	0.15 (<1%)	251.0





# YIELD & NITROGEN RESPONSE

P0157 (PIONEER®)  101 days MATURITY

Yield Analytics Prices

Hide Filters

Years (1)

- All Years
- 2017
- 2016
- 2015

State

States (1)

- All States
- Colorado
- Illinois
- Indiana

State

Soils (1)

- All Soils
- Clay
- Clay Loam
- Loam

State

Previous Crop (1)

- All Crops
- Corn
- Edible Beans
- Forage

State

Irrigation (1)

- All
- Non-irrigated
- Irrigated

Drainage (1)

- All
- Without Drainage
- With Drainage

 **190.9 bu/A**  
FBN AVG YIELD

 **164,722.82**  
Total acres in FBN

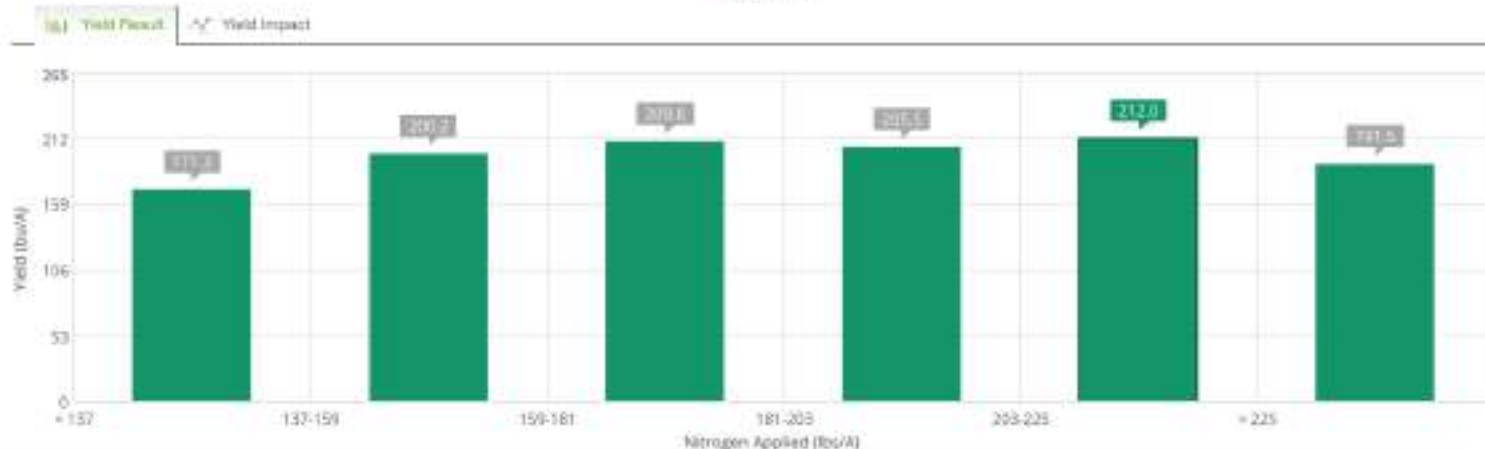
 **63%**  
PERCENTILE

 = Bu/A

- Nitrogen
- Row Spacing
- Seeding Rate
- Planting Speed
- Planting Date
- Planting Temperature
- Harvest Date
- Mobility
- ODDs
- Precipitation
- Soil Productivity Index

## Nitrogen

Yield Result



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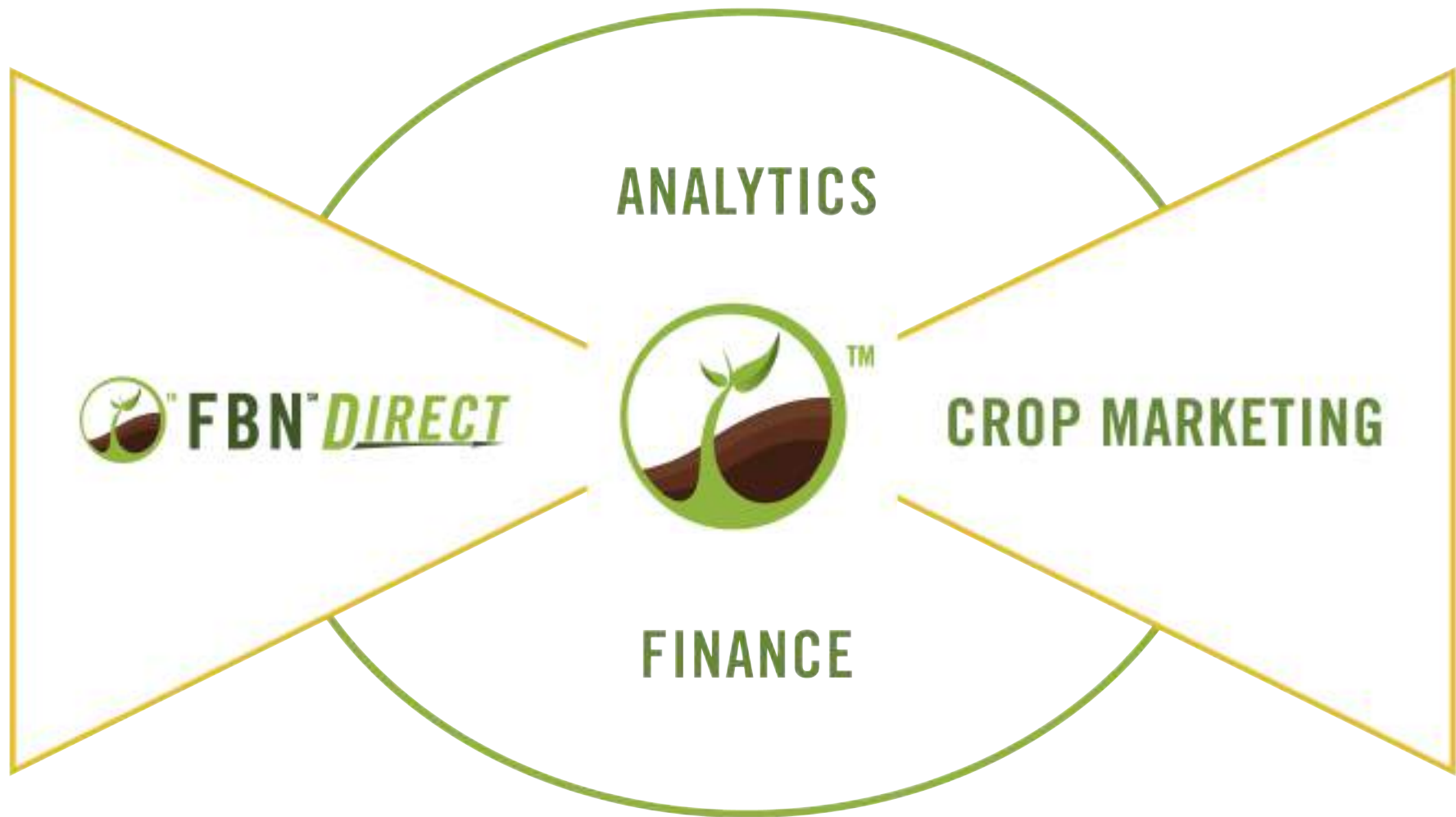
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WHY: Leverage the power of large scale data science, decision support, and market access.



# THE *FBN* FARM PROFIT SYSTEM





# FBN<sup>SM</sup> *DIRECT*

FARMER-  
DIRECT SAVINGS

TRANSPARENT  
PRICING

FARM DIRECT  
SHIPPING



# SIMPLE ONLINE SHOPPING EXPERIENCE

The screenshot displays a shopping cart with four items, each with a quantity selector and a price. The items are:

- 265 gal tote at \$9.18 /gal for \$2,432.70 (265 gallons)
- Extreme® 2.5 gal jug (x2) @ \$18.70 /gal for \$5,610.00 (300 gallons)
- Another Item® 250 gal tote @ \$15.32 /gal for \$19,150.00 (500 gallons)
- Super Extreme® 50 gal drum @ \$50.36 /gal for \$7,554.00 (150 gallons)

The summary table at the bottom right shows:

SUBTOTAL	\$34,746.70
DISCOUNT	- \$2,000.00
TAX	\$0.00
SHIPPING	\$0.00
<b>TOTAL</b>	<b>\$32,746.70</b>

At the bottom left, there is a checkbox for "No shipping. Prefer warehouse pickup." and a blue "Proceed to Checkout" button.

- **Explore Products:** See thousands of products, labels, and pest information
- **Detailed Price Comparisons:** Make easy apples-to-apples comparisons between products using the same active ingredient.
- **Price Transparency:** Pricing insights, including range of price paid by members across the country.
- **Purchase Online:** Add products to your shopping cart, choose delivery preference, and calculate your order total.



# FBN *DIRECT*<sup>™</sup> MARKETPLACE



- Wide variety of products & services

**SEED**

**EQUIPMENT**

**FERTILIZER**

**TECHNOLOGY**

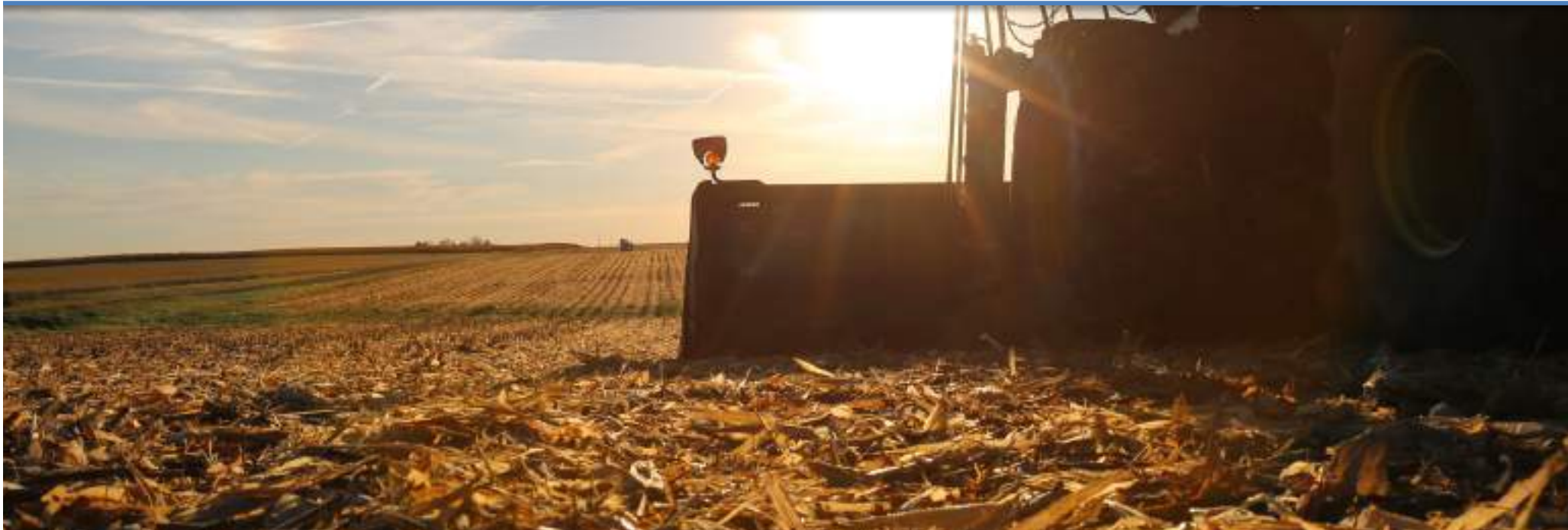
- Connecting FBN farmers to quality vendors
  - *Vendor closes sale & delivers to farm*
- Special FBN discounts





# FBN CROP MARKETING™

TRANSFORMING THE WAY FARMERS MARKET CROPS



# FBN PROFIT CENTER™

## PROFITABILITY TRACKING & TECHNOLOGY-ENABLED MARKET ACCESS

- **LIVE OFFERS** with net pricing for farm operation
- **TRACK CONTRACTS** and real time profitability
- **SMS ALERTS** for “in the money” bids

The screenshot displays the FBN Profit Center web application interface. At the top, there are navigation tabs: Seed Finder, Price Transparency, Analyze My Operation, FBN Direct, Profit Center (highlighted), and My Data. Below the navigation, there are several sections:

- BREAK EVEN:** Target Price for Break-even for Remaining Bushels: \$2.88/bu. Starting Break-even Price based on Total Cost of Production: \$2.88/bu.
- BUSHELs:** 0% Sold, 100% Remaining. Bushels Sold: 0, Bushels Remaining: 25,000.
- MY COSTS:** Total Production Cost: \$375.00 (A). Transport Cost: \$0.61 /bu (mile). Storage Cost: \$0.04 /bu (month).

The main section is titled "OFFERS" and contains a table of live offers. The table has columns: Buyer, Delivery, Cash, Basis, Distance, Effective Price, and vs Target Price. The offers are sorted by Distance and Target Price.

Buyer	Delivery	Cash	Basis	Distance	Effective Price	vs Target Price
Elburn Coop - Elburn, IL	Oct 2017	\$3.57	-\$0.35	6 miles	\$3.21	+0.64/bu
Dalton - Maple Park, IL	Oct 2017	\$3.54	-\$0.38	7 miles	\$3.17	+0.60/bu
FS Grain - Spycorners, IL	Oct 2017	\$3.52	-\$0.40	7 miles	\$3.13	+0.56/bu
Elburn Coop - Malta, IL	Oct 2017	\$3.57	-\$0.35	15 miles	\$3.22	+0.35/bu
Elburn Coop - Elburn, IL	Now	\$3.46	-\$0.29	6 miles	\$3.17	+0.53/bu
Dalton - Waterman, IL	Oct 2017	\$3.54	-\$0.38	15 miles	\$3.16	+0.53/bu
ADM, Northern Crossing - Mendota, IL	Now	\$3.75	-\$0.60	36 miles	\$3.15	+0.32/bu
FS Grain, Kentland - Newark, IL	Oct 2017	\$3.62	-\$0.39	28 miles	\$3.23	+0.47/bu
Dalton - Maple Park, IL	Now	\$3.41	-\$0.34	7 miles	\$3.07	+0.47/bu
ADM, Creston - Rochelle, IL	Oct 2017	\$3.57	-\$0.35	24 miles	\$3.22	+0.46/bu
Elburn Coop - Steward, IL	Oct 2017	\$3.57	-\$0.35	23 miles	\$3.22	+0.46/bu
Leland Farmers - Waterman, IL	Oct 2017	\$3.52	-\$0.40	18 miles	\$3.12	+0.46/bu
Maplehurst Farms - Rochelle, IL	Oct 2017	\$3.57	-\$0.35	24 miles	\$3.22	+0.45/bu
Leland Farmers - Leland, IL	Oct 2017	\$3.57	-\$0.35	25 miles	\$3.22	+0.45/bu
FS Grain - Spycorners, IL	Now	\$3.38	-\$0.37	7 miles	\$3.01	+0.44/bu
Leland Farmers - Pax Pox, IL	Oct 2017	\$3.57	-\$0.35	27 miles	\$3.22	+0.43/bu

# ***SPECIALTY GRAIN & PULSE***

## **“TOTAL PACKAGE” PRODUCTION CONTRACTS**

- **SPECIALTY GRAIN & PULSE PRODUCTION CONTRACTS** at premium prices that value crop quality, traceability, and variety.
- **TAILORED INPUT PACKAGES** make it easy to access seed and crop protection suited to the contract.



“FBN Select Markets allowed us to capture \$1.70 above Board for our non-GMO soybeans. That’s an extra \$85 per acre for me.”

Mark Gath, SD



# FARMER2FARMER III

# THE BATTLE FOR MARGIN

OMAHA  
DECEMBER 13-15  
[www.farmer2famer.ag](http://www.farmer2famer.ag)



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FEATURING  
ROB O'NEILL  
FORMER LEADER,  
SEAL TEAM SIX

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KEVIN O'LEARY  
ABC SHARK TANK  
CHAIRMAN,  
O'LEARY FUNDS



**FARMERS BUSINESS NETWORK**

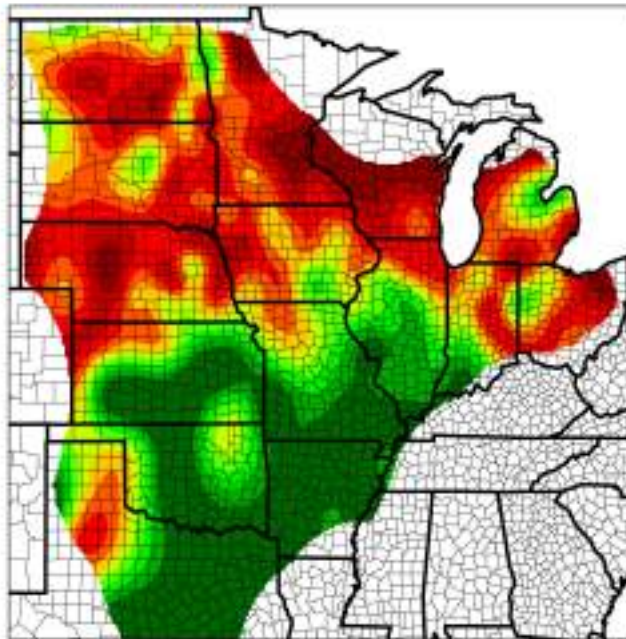
# REAL-TIME INSIGHTS

WE ASK THE QUESTIONS THAT MATTER.  
LATER THAT DAY, YOU GET ANONYMOUS RESULTS FROM THOUSANDS OF THE BEST FARMERS.



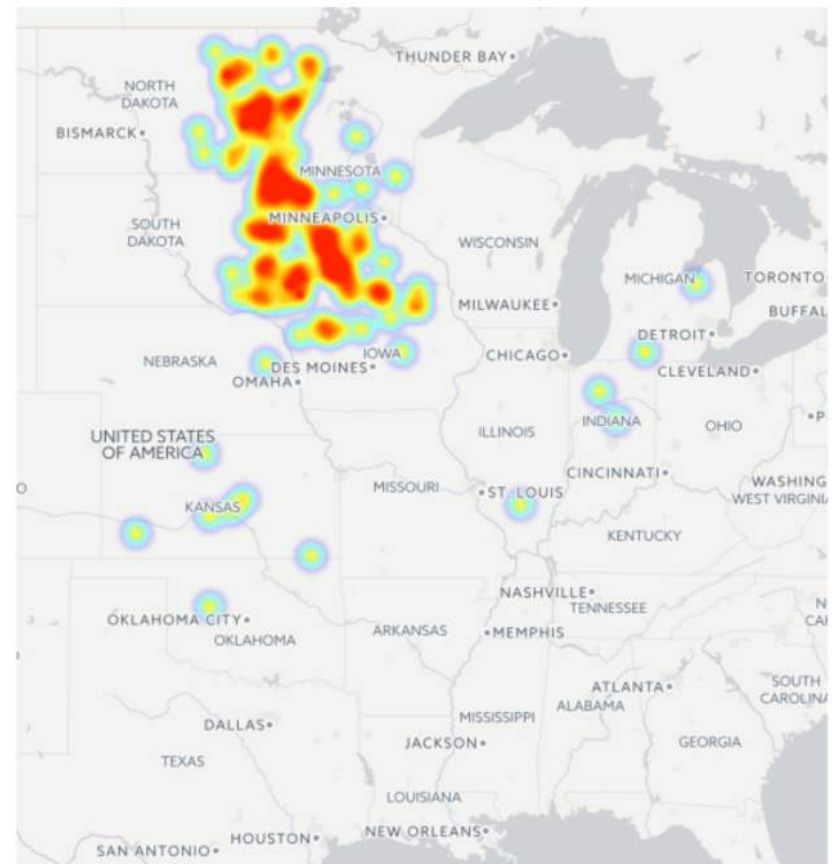
10/26/17  
Poll Response:  
4.85 Million Acres  
1,515 Farms

## 2017 Corn Harvest Progress



State Averages: AR: 98%, OK: 92%, TX: 90%, MO: 87%, KS: 75%, IL: 62%, MI: 50%,  
IN: 43%, IA: 37%, ND: 36%, NE: 34%, OH: 32%, SD: 31%, MN: 30%, WI: 21%

## APHIDS





# Little Data = Low Confidence

## P1151 Yield by Acres of Data



# Variety Yield Stabilization

