

Are your on-farm trials proving performance?



Prepare your product to compete through
farmer-tested, field-proven TrialWerx®

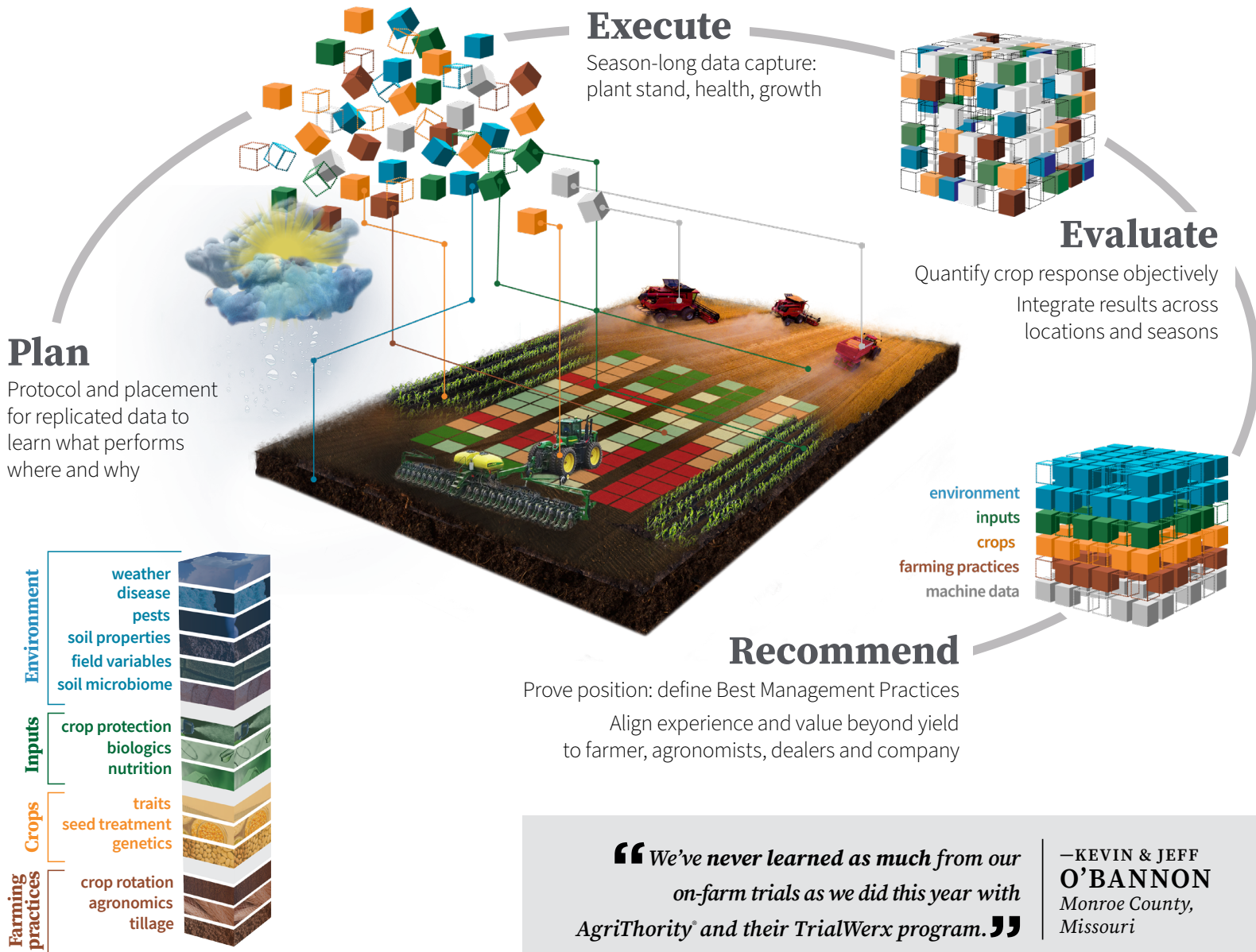
Develop Best Management Practices • Deliver product validation

Drive confidence, credibility and ROI

Deepen data across environments • Decrease risk of on-farm failure

Analyze critical, complex variables influencing product performance and on-farm yield

Critical learnings help plan the following season's inputs. Generating a solid performance story with thorough data analysis and BMPs initiates the transfer of information to growers, their dealers and their agronomists.



“We’ve never learned as much from our on-farm trials as we did this year with AgriThORITY® and their TrialWerX program.”

—KEVIN & JEFF O’BANNON
Monroe County, Missouri

Challenge: Where does a new input really perform?

Solution: TrialWerx®

Product 1: Overall on-farm strip trial comparisons indicated no yield increase. Under TrialWerx analytical process, the yields did increase 5.3% more on a specific soil type.

BMP—Precision application by soil type and/or product position in areas majorly with that soil type.

Product 2: Across 18 locations strip trial yields varied from -2 to +24 bu/A. Under TrialWerx analytical process, yield responses clearly were positive where soil pH were 7 or above.

BMP—Apply where soil pH is 7 or above and/or indicate soil correction for better yields.

TrialWerx® aligns farm-scale field testing with spatial and temporal digital data collection. The in-depth analysis of comprehensive quantitative and qualitative data aids performance evaluations to help define value and position the product for adoption and use. The on-farm experience builds

confidence for the farmers and their most trusted advisors—their dealers. Trial protocols designed, supervised, and analyzed by AgriThORITY deliver a thorough understanding of the performance and adoption potential of inputs tested in real on-farm systems, season long.



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