Retail Vetting of EEF’s
Who Is MFA?

- A Regional Cooperative founded in 1914
- A Full Line Ag Supplier
- MFA’s customer base is made up of;
  - 45,000 active farmer/ranchers
  - 143 company owned farm supply retail stores, 24 local MFA affiliates with 23 branches and approximately 400 independent dealers.
A Customer Focused Organization

- MFA’s products, services and long-range plans are developed to benefit its farmer/customers.

- Our Values
  - Honesty and Integrity
  - Team Spirit
  - Accountability
  - Innovation and Technology
  - Customer Partnering
  - Stewardship
From a retailer perspective most of the interest is in these products because they add value

- Moving away from a commodity

Growers are interested because they either allow reduced rates (costs) or improve yields through reduced losses

Everyone benefits if stewardship is enhanced
Deciding What EEF’s To Use

- Many claims are made in this product category how do you sort them?
  - Trusted relationship with supplier
  - Have experts you can trust and consult with
    - Either on staff or through a professional relationship
    - We all have bias’s so it’s good to get multiple opinions
  - Is it too good?
  - Field research
- Small Replicated Plots
- Gold Standard in Data
- Expensive
- Time Consuming
Field Scale Trials

- Easier to implement with grower and retailer equipment
- Gives an opportunity to work with the product at scale and understand its limitations
- Opportunity showcase a product
- Data will only be as good as the planning and execution that goes into it
  - Garbage in garbage out......
Successful Field Scale Trials

- It's all about the planning
  - Identify appropriate producers and fields
    - Can they implement the trial
    - Can they collect the data you need (yield monitor)
  - Identify how the split should be made
    - Yield history, aerial photos, satellite imagery
  - Identify the information you will collect
    - Soil & tissue samples, visual observations, yield
Whole Field Replicated Strips

- Whole field replicated strip trials
  - Need prescriptions to implement
  - Lots of planning and field logistics to implement
Split Field Trials

- Easier to implement
- Verify your data!
  - As-applied is your friend
  - Have cooperators flag the trial
- Visit them often
  - Our trials on are fields that are enrolled in a weekly scouting program
Split Trial Data Analysis

Yield by Management Zone

<table>
<thead>
<tr>
<th>Legend</th>
<th>Management Zone</th>
<th>Avg Dry Yield</th>
<th>Min Dry Yield</th>
<th>Max Dry Yield</th>
<th>Avg Moisture</th>
<th>Total Bushels</th>
<th>Acres</th>
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<tbody>
<tr>
<td>Test 1 High Yield</td>
<td>204.49</td>
<td>138.27</td>
<td>273.21</td>
<td>18.44%</td>
<td>304.21</td>
<td>1.49</td>
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<tr>
<td>Control High Yield</td>
<td>202.95</td>
<td>121.26</td>
<td>271.17</td>
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<td>276.48</td>
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<tr>
<td>Test 1</td>
<td>172.34</td>
<td>11.42</td>
<td>273.21</td>
<td>17.48%</td>
<td>3,037.59</td>
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<tr>
<td>Control Low Yield</td>
<td>160.77</td>
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<td>128.35</td>
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<tr>
<td>Control</td>
<td>158.01</td>
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<td>275.53</td>
<td>17.42%</td>
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<tr>
<td>Test 1 Low Yield</td>
<td>157.85</td>
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<td>241.01</td>
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<tr>
<td>All</td>
<td>165.80</td>
<td>6.23</td>
<td>275.53</td>
<td>17.36%</td>
<td>8,193.73</td>
<td>49.42</td>
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Good trials come from good planning

Think beyond just the yield results

Good relationships are key