

WinField® United BioVerified™ Designation

PROVIDING TRANSPARENCY IN THE MARKETPLACE.

The WinField United BioVerified designation helps simplify biological selection by vetting products with a rigorous evaluation process and rating them based on four key criteria. This designation brings transparency to the market and provides a clearer reference point when selecting and recommending biologicals.

DESIGNATION BENEFITS

Product Confidence

When you choose a WinField United BioVerified product, you can feel confident knowing it is backed by the agronomic experts at WinField United.

Simplified Selection Process

The WinField United BioVerified product list gives you a sound starting point in a crowded market.

Latest Innovation Updates

The WinField United BioVerified product list will evolve along with technology releases. If a new product comes out with stronger performance, it could edge out others on the list.

DESIGNATION PROCESS



Biologicals are selected for review from the WinField United product list based on their potential within their sub-categories.

Products are evaluated and rated based on four key criteria.

- ✓ **UNIQUENESS** compared to other products on the market.
- ✓ **AGRONOMICS** including identifiable mode of action, performance and placement.
- ✓ **OPERATIONAL COMPATIBILITY** with standard application methods, products and inventory.
- ✓ **ECONOMIC RETURN** for growers and retailers.



The highest rated products are given the WinField United BioVerified designation.



TESTING AND EVALUATION METHODS

Each product is thoroughly evaluated and may be tested in one or more of the following ways:

- Field trials at Answer Plot® locations.
- 3D imaging at the WinField United Innovation Center.
- Information and data analysis from third-party vendors or product suppliers.

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SCAN TO SEE PRODUCT LIST