



THE WINFIELD[®] UNITED BIOVERIFIED[™] DESIGNATION



Frequently Asked Questions From Our Retail Partners

Since introducing the WinField United BioVerified designation to the marketplace in 2024, we've gotten some questions from retailers like you. If you, too, have questions, we hope you find the answers in this document. If you would like more information, please contact your WinField United representative or reference the additional resources listed below.

- [WinField United BioVerified Designation Webpage](#)
- [How To Position Biologicals Guide](#)
- [Biological Product Directory](#)
- [Ratings Report](#)

What is the WinField United BioVerified designation?

Our retailers are asking for help understanding the data behind the products, how to position the products and where they can be successful in the market. The WinField United BioVerified designation provides the opportunity to help answer those questions and have a deeper conversation with customers.

What's new in 2025?

The WinField United BioVerified designation product list has been updated for crop year 2025. A total of 11 products have been selected. This is a similar amount as last year, however the list is re-evaluated annually, resulting in updates.

This year's list includes new WinField United offerings, Ascend[®] ST3TM, Dash[™] PBC and Dash[™] PBS. These products were developed in response to market needs and feedback from our retailers. Ascend ST3 is the latest addition to the WinField United seed treatment offering and newest member of the Ascend family of PGRs. Dash PBC and Dash PBS are hopper box treatments for corn and soybeans that provide lubricity and improves early growth.

What is the WinField United BioVerified testing process?

Biologicals are selected for review from the WinField United product list based on their collective potential within their sub-categories. A panel of WinField United subject matter experts evaluate and rate products based on their uniqueness in the market, their agronomic values, their operational efficiencies and their economic values. The highest rated products are given the WinField United BioVerified designation.

Our selection criteria has not changed from last year. 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 in a controlled environment at the WinField United Innovation Center.
- Data analysis from third-party vendors or product suppliers.



Are products within the WinField United BioVerified designation the only biological products in the WinField United portfolio?

No, there are more than 70 biological products available in the WinField United portfolio today, and that number continues to grow. The WinField United BioVerified designation recognizes the products that rank the highest in uniqueness, agronomics, operational ease and economics.

This gives you a sound place to start when evaluating options for your customers, but it does not mean there is not a place for the other 60+ biologicals. They may just not be as broadly applicable, be as easy to handle or provide as unique of a function.

The WinField United Biological Product Directory provides information on all the products, including what category they fall into, what function they provide, who manufactures it and more.

How do you decide when to include your own products and when to include those of other manufacturers?

All products we evaluate undergo a high level of scrutiny and are rated on the same criteria, regardless of who manufactures them.

We hold a very high standard for our own products, ensuring they meet a specific grower need, perform agronomically, are backed by data, are easy to handle and provide an economic return for the retailers who sell them and the growers who use them. So, some of our products did make the list because they rose to the top in the evaluation process, but products from other manufacturers did as well. At the end of the day, our priority for the WinField United BioVerified designation is to help provide clarity in an unclear market so you can better serve your customers.

How do I decide which biologicals to position with my growers?

Consider these five questions:

- 1. What is the category?** Biological, biostimulants or plant growth regulator?
- 2. Does it have a mode of action?** How and where does it work? You can't accurately place a product off yield claims. It's critically important to understand how, where and when it works.
- 3. What is the geography and placement?** Where has it performed best? What type of acres does it succeed on?
- 4. What are its limitations?** Do certain plant physiology, environmental or operational factors impact performance?
- 5. Does it have data to support it?** We see plenty of biological products come through with data that is limited or irrelevant to the specific crop or situation we're looking to use it for.

Where can I get more details on how each product with the WinField United BioVerified designation was rated for each criteria?

Each product has a report outlining how it scored and noting any key nuances of the product. You can get this information [on the Portal](#) or by contacting your WinField United representative.