

# 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.**

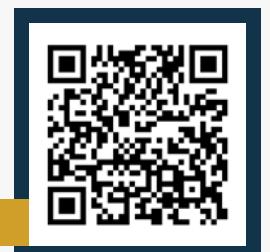


## TESTING AND EVALUATION METHODS

*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.

**WINFIELD  
UNITED**



SCAN TO SEE PRODUCT LIST