



THE WINFIELD[®] UNITED BIOVERIFIED[™] DESIGNATION



Frequently Asked Questions From Our Retail Partners

Since introducing the WinField United BioVerified designation to the marketplace, 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](#)
- [WinField United BioVerified Designation Pitch Deck](#)
- [Ratings Report](#)

Do products with the WinField United BioVerified designation provide consistent performance?

There is no silver bullet solution in the biologicals market today. No current product works 100% of the time. When it comes to biologicals, time and placement are key. You can't put the same product on every acre and expect the same results. That said, our research has helped determine the degree of consistency provided by these products, and we've identified products we think have the most potential in the most situations.

Will the WinField United BioVerified designation list ever change?

Yes, it is an evolving list. As new products come out and we have a chance to test and vet them, a new product could displace an existing product. However, we don't want to just keep adding new products to the list. We want to ensure products with the WinField United BioVerified designation have a distinct use and positioning. The list could grow a bit, but we want to keep it manageable and efficient to best serve our retail partners. This list indicates what we believe are the best in class biologicals in market as of today, according to our criteria and evaluation methods.

Where can I get more detail 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.

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

No, there are over 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.

Why is WinField United putting so much focus on biologicals lately?

To put it simply, our retailers and growers are asking for it. Growers have questions and we want you to be able to provide answers. As a system growth provider, our role and focus is in arming the retail system with the research, knowledge and solutions they need to succeed. That's the driving force behind the WinField United BioVerified designation and our focus on biologicals research and development.

A much larger shift is happening in the market as well. Many companies are taking note of the demand, driven by political, economic, social, technological, legal and environmental factors, and are entering the biologicals market. It's our responsibility to help our retail system navigate the shift and increased options.

There are over 200 companies in the biological space. What makes WinField United a leader?

As a leading distributor in the U.S. row crop space, biological companies are constantly coming to us with their products, wanting us to vend them through our system. Why does that matter? We see it all. And it's forced us to build a consistent system for vetting and screening so we can bring products to the marketplace in a timely matter when they meet key criteria.

Are man-made or plant-derived biological products better?

It depends on the preferences and scenarios of the user and the consistency the product can provide. If you can get really consistent plant-derived products, that's success. But having plant-derived sources doesn't inherently make a biological better, especially if it can't deliver consistently. Regardless of where the product is derived from, it's important for it to be consistent in formulation so we can be consistent in placement.

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.

Are products for specialty crops considered for WinField United BioVerified designation? I don't see any on the current list.

At this point, our testing procedures and technologies as well as the needs of our retail system are driving our focus on corn, soybeans and cotton. However, we do have our eyes on additional markets moving forward and have access to third-party data on specialty crop products we'd be happy to pass along and share our thoughts on if you contact your WinField United representative.