

FOCUS: BUSINESS/STRATEGY

Key Components for Business Information

In business, information comes in two categories: basic market information and exclusive market insight.

Basic Market Information is necessary to compete, but does not provide sustainable competitive advantage because most leading competitors have it. Only those who do not have the information are disadvantaged. This type of information is continually requested by our clients. We have worked to meet that need by publishing deep, substantive and comprehensive Multi-Client reports on plant biotechnology, seed and traits. The information is large in volume, relatively low in cost, and available to any firm with sufficient resources to purchase it.



Context
Partner,
Tray Thomas

Additionally, accurate and objective **Basic Market Information** is now available in Context Multi-Client studies in areas such as biofuels, crop protection benchmarking, and now sustainability in agriculture. Context will continue to develop and publish these reports to keep you informed of the changing marketplace and highlight what is critical.

In this issue of *Thinking in Context*, we share just a glimpse of that information regarding the world proprietary seed market that grew by over 10% in 2009 to reach nearly \$32B USD. Our reports indicate significant projected growth in the number and type of novel trait introductions forthcoming as well as the number of companies that will be engaged in bringing those products to market.

Growth opportunities continue to unfold as research focuses on efficiencies and delivers new means to effectively grow healthy crops. Dr. Tom Klevorn looks at what will drive biotechnology's integration into crop nutrients. Context's Jim Murphy introduces a new study on defining sustainability and its impacts on the agriculture industry.

Exclusive Market Insight enables competitive advantage and has been the core business of The Context Network for the past 15 years. We look forward to working with leading companies on a proprietary basis to help them achieve ongoing market advantage, due in part to their **Exclusive Market Insight**.

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The Context Network provides business management and strategy consulting services to the world's leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of hundreds of industry and subject-area experts.