

## FOCUS: BUSINESS / STRATEGY

### Trends toward increased transparency

Several of the major agricultural input companies are becoming increasingly transparent about their future goals and operating targets in presentations made to investors. These presentations can be a rich source of information for data and signals of shifting business strategy.

One trend that is evident from an analysis of recent presentations is the growth expected in the near-future from new products and technology generated through R&D investments. Products from current R&D pipelines are expected to generate nearly \$20B in new annual sales or value capture opportunities in the next 5-10 years. If these companies are successful in delivering on their promises, the future will hold a combination of industry growth, product portfolio turnover, and new competitive dynamics.

Context is actively monitoring industry developments and can assist companies by providing intelligence gathering information and critical analysis to sort through this information to help you make informed and intelligent business decisions in a dynamic marketplace. For more information, contact [nathan.ramsey@contextnet.com](mailto:nathan.ramsey@contextnet.com).



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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 more than 100 industry and subject-area experts.