



Multi-client study prospectus



Monthly Summary of Manufacturer Level CP Sales by Indication and Total for the U.S.

Introduction / Why This Study?

Crop Protection (CP) Manufacturers desire monthly industry sales by indication and total in order to assess their performance relative to the market throughout the season/year.

Who Should Subscribe?

All CP manufacturers who value an in-season, objective, external summary of sales in total and by indication with which to compare their own sales and enable in-season adjustment as appropriate.

Study Outline

Scope:

- ❖ Market Geography: US
- ❖ Product Markets: Ag and Commercial Horticulture
- ❖ Companies Included in the Indication Total (at least these):
 - Bayer CropScience
 - Monsanto
 - Syngenta
 - Dow AgroSciences
 - DuPont
 - BASF
 - MANA
- ❖ Manufacturer Net Sales level

The focus of the intelligence information gathered will be financial as indicated in the following chart

Indication	Month/Qtr	Total YTD	Chg from YTD PY
Herbicides		\$ -	Starting in Yr 2
Insecticides		\$ -	Starting in Yr 2
Fungicides		\$ -	Starting in Yr 2
PGR's		\$ -	Starting in Yr 2
Seed Treatments		\$ -	Starting in Yr 2
Other		\$ -	Starting in Yr 2
Total		\$ -	Starting in Yr 2

Methodology

Data will be gathered from publicly available sources of information including company websites, press releases, media reports, investor presentations, and SEC filings – and supplemented with interviews of the retail networks and manufacturers.

Summaries will be prepared in a form that can be updated as new data comes available and provide a historical reference in the future to track trends.

Deliverables & Schedule

There will be eight report deliveries for this project, each within 30 days of the end of the period:

1. 1st Qtr Jan – Mar
2. April
3. May
4. June
5. July
6. August
7. Sept
8. 4th Qtr Oct - Dec

An in-person or webconference presentation can be arranged for an additional, nominal fee.



Project Team

Mike Borel - Mike Borel, a Partner with Context, has over 20 years of experience as CEO / President / GM / Consultant in global crop protection and biotechnology. He has led teams to outperform competitors in sales and profits in every position held, spanning start-ups to Fortune 50. Mike brings advanced perspective and executive leadership along with a deep knowledge of the crop protection, precision agriculture, seed and animal industries.

James Mann - James Mann, Ph.D., Context Sr. Associate, has over 20 years of leadership and business experience in agricultural life science businesses. His business background includes global business planning, finance, licensing, business development, and acquisitions in both small and large company settings. James also brings strong diversity as someone who has led numerous product development activities and teams across multiple crops, chemistries, and technologies. James brings project management experience across multiple disciplines up and down the value chain.

About Context

The Context Network provides business management consulting services to the world's leading agriculture, biotechnology and food companies. The firm is composed of a core of professional consultants, complemented by an extensive network of industry and subject area experts. Other multi-client reports offered by Context include Biotech Traits Commercialized, Global Seed Sector Outlook, Global Seed Market Database and the North American Ag Retail Competitive Analysis.

Investment

The cost of \$43,750, excluding expenses, includes 12 months of data compilation reported in 8 segments. Invoicing will be 25% (\$10,937.50) invoiced at sign-up or January 2 (subscriber choice), 25% on delivery of the April report, 25% on delivery of the July report, with the balance to be invoiced upon delivery of the December report.

Expenses will be minimal and limited to in-person or web conference presentations on request on a time and materials basis. Any expenses will be billed in the subsequent scheduled invoice.



Order Form

To subscribe to **Monthly Summary of Manufacturer CP Sales**, please read and agree to the following statement:

“To protect our investment in this report, and that of other subscribers, we agree to maintain confidentiality of the study results within our company. We may make this report available to any subsidiary company in which we hold more than 50% interest, or to a parent company that holds more than 50% interest in our firm. We understand that we may use or disclose any information in this report that is public knowledge, or that was in our possession before receipt of the study, or that comes to us from third parties independently of this report.”

.....

Acknowledgement of Acceptance

The completion of the information below confirms that I want to subscribe to the **Monthly Summary of Manufacturer CP Sales** industry report by The Context Network, and agree to be invoiced according to the terms described in the prospectus.

Name: _____

Title/Position: _____

Company: _____

Street Address: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **Fax:** _____

Email Address: _____

Signature: _____

Mail, fax, or scan and email this signed order form/agreement to:

Joanne Powers
The Context Network
4401 Westown Pkwy., Suite 214
West Des Moines, IA 50266
P: 515.225.2204 F: 515.225.0039
Joanne.Powers@contextnet.com

