GROWERS EDGE

FARM FOUNDATION FORUM 2019
Profitability has become a pervasive issue for farmers.
THE END OF THE COMMODITY SUPER
HAS IMPACTED FARM BOTTOM LINE

BLOOMBERG COMMODITY INDEX DOWN 40% SINCE 2013
NET FARM INCOME DOWN ALMOST 50% SINCE 2013

SOURCE: BLOOMBERG
$9.1B

In Net Farm Income in 2018
(12% Decrease From 2017)

Sources: USDA Economic Research Service, Forbes
50% OF FARM HOUSEHOLDS LOSE MONEY

Sources: USDA Economic Research Service, Forbes
↑30% in farm bankruptcy filings since 2014

Sources: USDA Economic Research Service, Forbes
IMPROVE FARM PROFITABILITY THROUGH FINANCIAL INNOVATION AND TECHNOLOGY
$11.7B
INVESTMENT IN AG SECTOR
SINCE 2018

Sources: USDA Economic Research Service, Forbes
DESPITE SIGNIFICANT AGTECH INNOVATION AND YIELD-ENHANCING BREAKTHROUGHS, FARMERS REMAIN RISK AVERSE

AGRICULTURE R&D SPENDING REACHING RECORD-BREAKING $20B MARK

PLUS

HIGHER QUALITY SEEDS, FERTILIZERS & PESTICIDES

BETTER SOIL TREATMENT METHODS

LATEST EQUIPMENT AND MACHINES

AI/BIG DATA/IOT TECHNOLOGIES

INVESTMENT IN INPUTS/TECHNOLOGY IS DOWN BY $10B SINCE 2013

SOURCE: USDA 2016-2018 10 YEAR LINEAR TREND

SOURCE: USDA 2018-2019 USDA ESTIMATES
A FLOODED MARKET
THE GROWERS EDGE MODEL

SOLUTIONS - FINTECH FOR FARMERS
- Novel Products
- Guaranteed Farming Results via Agronomic Performance Products (APP)
- Coverage Price Discovery
- Agency Advisor Software

INSURANCE - TRADITIONAL RISK MANAGEMENT
- Crop Insurance
- Comparison Pricing Tools
- Novel Insurance Products

LENDING PRODUCTS
- FICO for Farmers
- Ag Analytics Platform for Financial Services
- Novel Products

ANALYTICS - FARMERS, AGribusinesses
- Private Label Products
- AgTech Validation Index
- Predictive Analytics for Agribusiness