

FarmerInsights™

Downstream Corn Seed Treatment

**LEADING
EDGE
RESEARCH**
Don't miss out

The challenge

In the US, seed treatment on corn has been a staple practice for many years at the manufacturer level. With high fertilizer and input cost for corn, a new trend for corn seed treatment has emerged to apply seed treatment products at the dealer or farmer level.

Kynetec is bringing you actionable insights and a one-of-a-kind multi-client study to better understand the market perceptions and make strategic decisions around the corn seed treatment market.

Inform your product and marketing teams on current usage, experience, and future intentions by utilizing Kynetec's FarmerInsight: Downstream Corn Seed Treatment multi-client study.



Understand the New Market

Understand the new corn seed treatment market



Make Informed Strategic Decisions

Make informed strategic decisions about downstream corn seed treatments



Address Concerns and Challenges

Address concerns and challenges of a new practice among corn farmers



Guide Your Product Portfolio

Guide research and development of seed treatment products

Your questions answered

In-depth insights related to:



Product Awareness and Usage

- ✓ Learn farmer awareness, usage, and experience with dealer applied corn seed treatment products and their overall satisfaction



Market Potential

- ✓ Uncover the market potential of the downstream corn seed treatment, including biofertility and biostimulant



Perceptions and Influence

- ✓ Understand farmers' perceptions and influence on a new practice of downstream corn seed treatment and future intentions



Seed Treatment Pathway

- ✓ Gain insights into the differences among corn farmers purchasing seed from a retailer versus a seed dealer

Methodology and Sample Size

Methodology	Sample Size
Qualitative	6 - 8 Corn farmers
Quantitative	500 Corn farmers

Deliverables

Insights from up to 500 US corn farmers, utilizing a mix of corn seed brands and traits.



A summary
PowerPoint report



1 - Hour presentation
with Q & A



Data will be analyzed by farm size,
geography, farmer demographics
and farmer personas



Results available now

To find out how you can benefit from
FarmerInsights: Downstream Corn Seed Treatment, please contact:



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kynetec Your trusted partner

Industry expertise

We have experience & expertise in all crop health sectors ensuring our studies are relevant and resonate with the farmer audience.

Independent

Farmers trust the Kynetec brand and provide unbiased, honest feedback.

Data enrichment capabilities

Only Kynetec has the holistic view of the farmer from the suite of FarmTrak products.

Timely insights

Start making improvements immediately to maximize the impact from timely insights.

measure  predict  grow

www.kynetec.com