



Getting Plugged In



BECK AG



20 Years of Experience by Segment

Creating and executing on data driven go-to-market strategies that leverage customer experiences for decision making and to help accelerate behavior change.

Seed, Crop Protection and Crop Nutrition

Corn
Soybeans
Rice
Cotton
Canola
Apples
Peanuts
Potatoes
Stone Fruits
Vegetables
Grapes (Wine, Table, Raisins)
Pasture/Rangeland
Wheat

Animal Agriculture

Dairy
Equine
Beef
Swine
Companion Animals
Poultry

Digital Agriculture

Precision Ag Solutions
Imagery Solutions
Decision Ag Solutions
Solar Energy
Irrigation Equipment
Financial and Marketing Solutions

Other

Equipment
Sustainability Programs
Turf and Lawn Care
Pest Control
Forestry and Land Management
Agriculture Policy
Transportation
Rural Lifestyle/Small Acreage
Conservation Tillage
Nursery/Greenhouse
Golf Courses



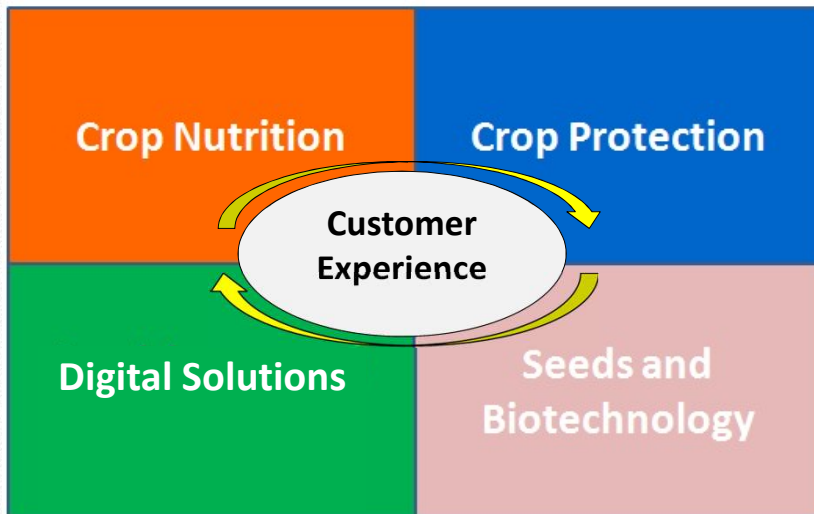
Plugging In...



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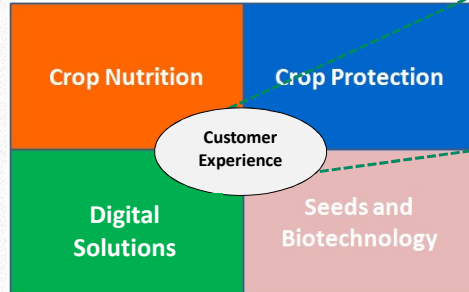
Plugging In...



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TECHNOLOGY MEETS A MATURE U.S. AG INDUSTRY



Suppliers Seek Growth by Acquiring Technologies Which Enable Integrated Solutions for Growers

- Who are these growers?
- Where are these growers?
- How do they like to learn?
- How do we reach them?

Disruptive Technologies



← "Productivity Convergence" Technology Integration →



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Plugging In....



Let's Start to think about....

- ✓ Who these customers are....
- ✓ How we use Data in our Sales and Marketing Strategies
- ✓ Value of Plugging into the:
 - Right Customer
 - Right Way
 - Right Time.



The Risk....



Know the Field better than we know the Farmer

- ✓ Pay attention to Customer Preferences
- ✓ Understand Customers at a deeper level
- ✓ Create data on behaviors and relationships for a differential advantage



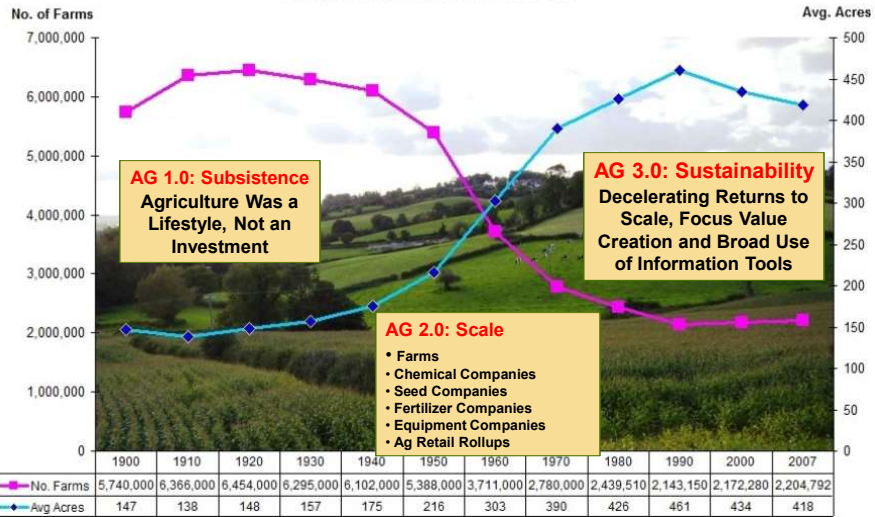
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Who are these customers?



AG 3.0: U.S. FARM CONSOLIDATION TIMELINE

Number & Size of US Farms 1900-2007

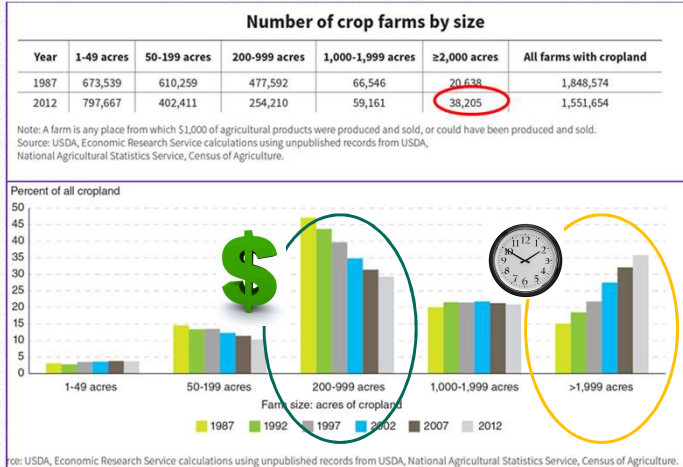


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Who are these customers?



- Standard demographic of Number of Farms and Acreage



While specialized niches have developed: grass fed beef, local produce, etc. the majority of agriculture production is being managed by entities of ever increasing sizes. Even organic produce is primarily produced by the same firms that provide conventional specialty crops.

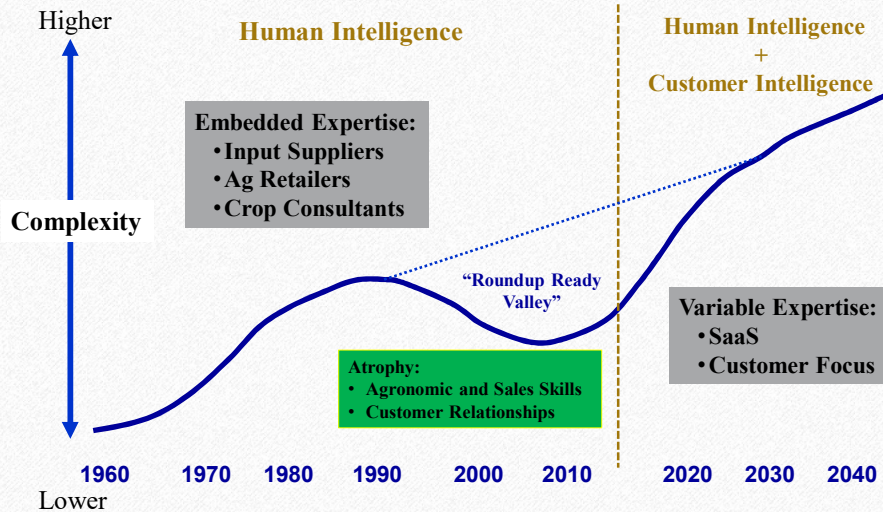


9 Real Experiences. Real Results.

Who are these customers?

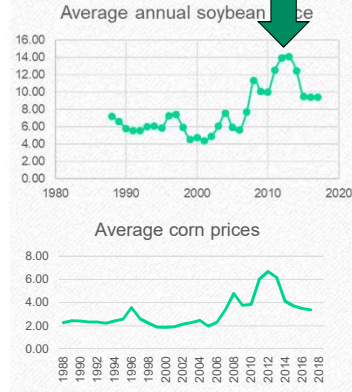
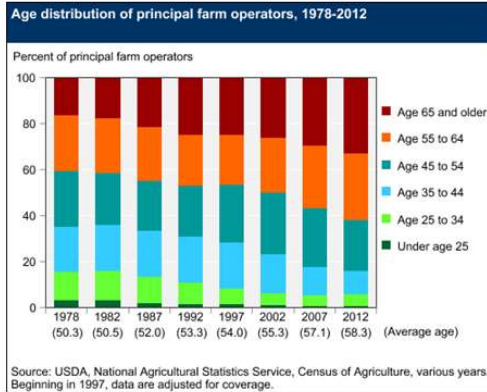


COMPLEXITY IN AGRICULTURE:



10 Real Experiences. Real Results.

Who are these customers?



- ✓ The entire American workforce has aged too; proportionally at about the same rate as farmers (however the avg. US worker is much younger)
- ✓ Farming is capital intensive and capital generally increases with age in most successful small businesses
- ✓ Nevertheless, generation Xers and younger individuals have different propensities and as they replace baby boomers buy behaviors are changing markedly



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Who are these customers?



Three Buying Motivations

30%

Relationship

- ✓ Values Regular Contact
- ✓ Trusts information sources they know
- ✓ Likes informal and formal contact
- ✓ Accepts, trusts
- ✓ Full-Service packages
- ✓ Understand Value
- ✓ Appreciates consistency in people



50%

Business

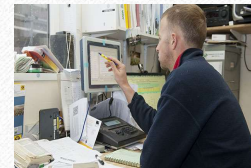
- ✓ Brief and to the point
- ✓ Likes formal relationships
- ✓ Values:
 - ✓ Facts and research
 - ✓ Expertise
 - ✓ Organization
 - ✓ Appointments
- ✓ Compares and evaluates value as a part of price
- ✓ Bottom Line Focused



20%

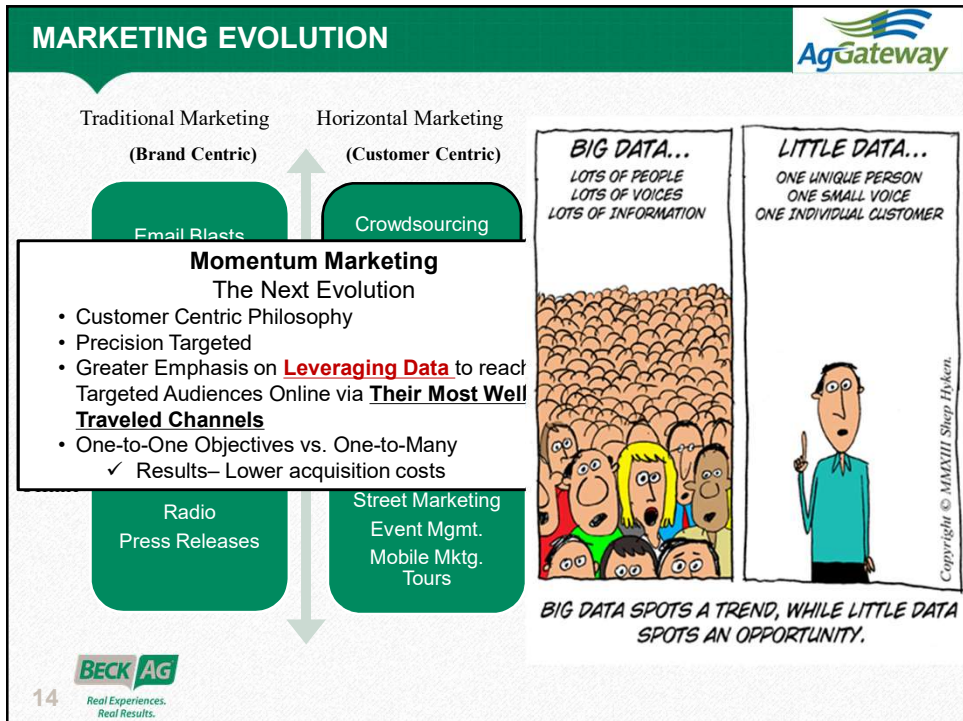
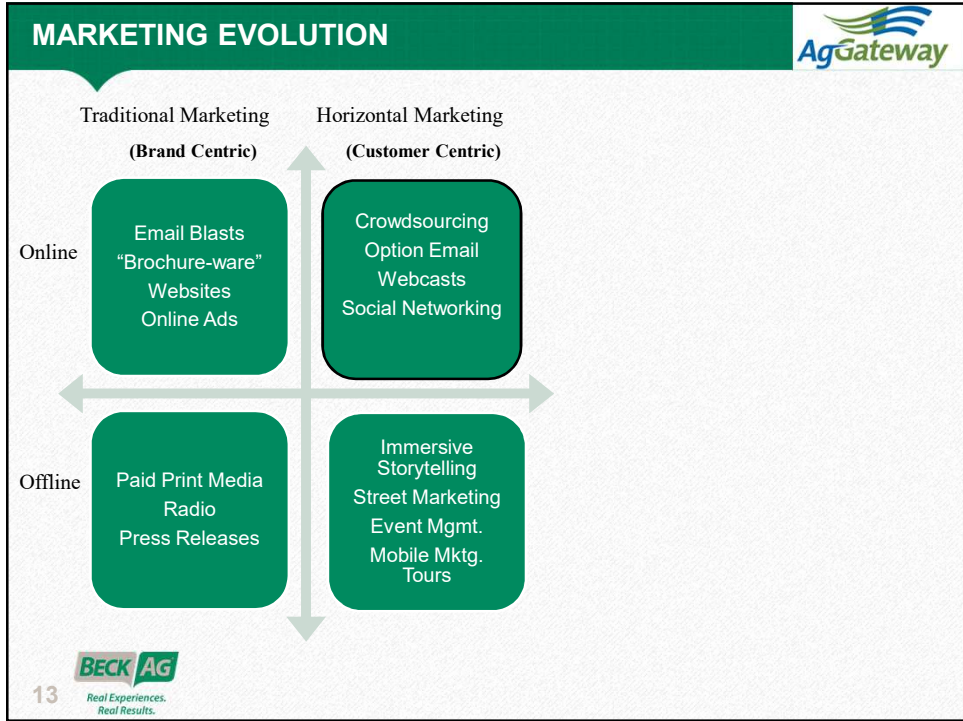
Economic

- ✓ Always considers cost
- ✓ Likes to compare prices
- ✓ React quickly
- ✓ Service is part of price
- ✓ Relies on own information
- ✓ Pragmatic
- ✓ Relationships informal
- ✓ Top Line Focused



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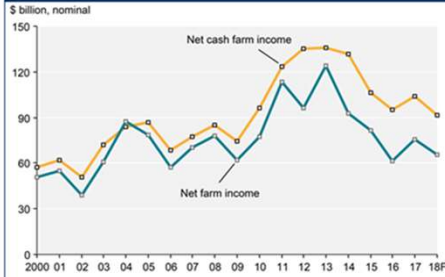
Purdue University CAB



MARKETING EVOLUTION

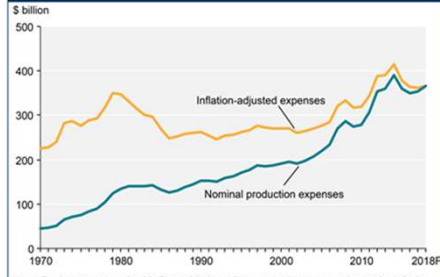


Net farm income and net cash farm income, 2000-18F



Note: F = forecast.
Source: USDA, Economic Research Service, Farm Income and Wealth Statistics.
Data as of August 30, 2018.

Nominal and inflation-adjusted farm production expenses, 1970-2018F



Note: F = forecast; data for 2017 and 2018 are forecasts. Values are adjusted for inflation using the chain-type GDP deflator, 2018=100.
Source: USDA, Economic Research Service, Farm Income and Wealth Statistics.
Data as of August 30, 2018.



Financials

Cost of a Customer



Marketers/sellers are challenged

1. Widespread discounting and less ability to implement price increases
2. Less true innovation
3. Less incremental revenue from innovation. Per unit, treated acres, head of livestock, etc.
4. Costs are typically increasing faster than selling prices
5. SGA/operating is often the most "controllable" area of the income statement



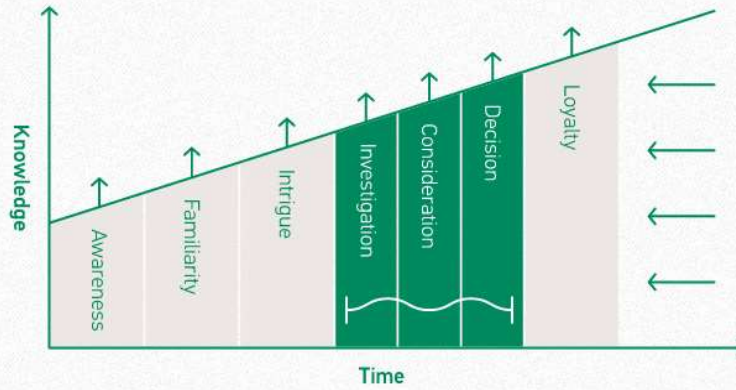
Financials

MARKETING & SALES RESPONSIBILITY



Data Needs to:

- Help Accelerate Decision Making
- Meeting Customers where they are at
- How they want to Engage
- How they want to Buy



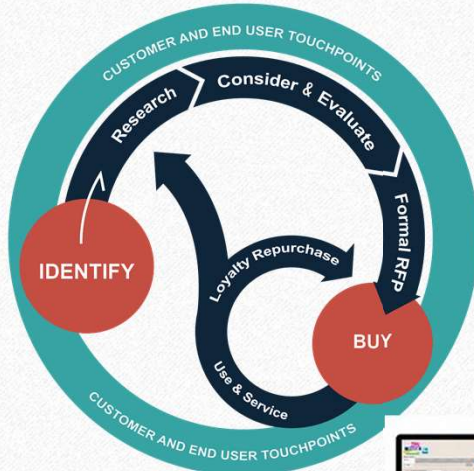
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Using Data in Sales and Marketing



TO THE NEW CUSTOMER DECISION JOURNEY



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FORRESTER PREDICTIONS



- 1. More than 70% of marketers will choose CDPs over data lakes** - Customer data platforms (CDPs) are gaining in popularity as a way to connect customer information across various systems.
- 2. More than 20% of marketing platforms will use AI to optimize midcycle engagement** - Artificial intelligence (AI) is already aiding programmatic ad buying but will soon be incorporated into marketing automation and orchestration tools. This will dramatically improve marketers abilities to personalize and contextualize engagement across multiple channels at scale.
- 3. One-third of marketers will build ABM programs on their existing MAPs** - As account-based marketing (ABM) becomes a standard component of B2B marketing plans, marketing automation platforms (MAPs) will evolve to incorporate much of the functionality found in today's stand-alone tools.
- 4. Salesforce will dive into through-channel marketing** - Many B2B companies sell through independent channel partners that need to be effectively integrated into the B2B marketers' demand generation programs.
- 5. Customer advocacy momentum will revitalize marketing sales strategies** - Business buyers who are used to using reviews on Amazon, Yelp and TripAdvisor for personal decisions are increasingly turning to platforms. B2B marketers must learn how to embrace customer advocacy in their programs.

<https://www.forbes.com/sites/johnellett/2018/10/25/forrester-makes-5-bold-predictions-that-will-impact-b2b-marketers-next-year/#62f9dbd77b77>

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"Someone's sitting in the shade today because
someone **planted a tree** a long time ago."
-Warren Buffet



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