



Dear John Deere dealers,

I have had a lot of "big days" over my last twenty-five years in the equipment business. But there are none bigger than Tuesday when we could share the news that we are teaming with the John Deere dealer network to deliver new technology to growers across the US and Ontario. We are honored that Deere & Co invited us to distribute selected products through the strongest dealer organization in North America.

Our focus is on nutrient utilization. Today, plant nutrition and plant health is one of the most expensive and mystifying inputs for corn producers. Our mission is to help growers gain an understanding of how to use nitrogen more efficiently. Nitrogen timing and placement is a great place to start.

We want to work together to expand the market for self propelled sprayers. I believe that sprayers will be the most valuable machine on the farm. We can use these sprayers to generate more bushels. To extend the use season. To reduce risk of not getting nitrogen applied. And to increase the effectiveness of fungicides and other plant health products.

I commit to you that my team and I will work with energy and integrity to help your organization understand the concepts and potential of our product portfolio. And we will help you spread the word to your customers through nitrogen and nutrient education.

We back this commitment to education with an all star team of farmers, agronomist and engineers. In just two years we have been fortunate enough to attract people at the top of their careers. Such as the lead agronomist from Monsanto. The former head of Corn States and the sales lead for Monsanto's US commercial organization. Top mechanical, electrical and software engineers from Caterpillar, CNH and Kinze. And I am lucky to have a couple of my top Precision Planting colleagues including my son, Tim that leads our engineering team.

I am excited for you to meet this group. And I am excited to meet you. I want to demonstrate how our approach to the application business can grow your entire business. The first opportunity we have to get acquainted will be at a Deere-only dealer event at our Proving Grounds on June 28. I invite you to join us so we can introduce you to our people, our philosophy and our products.

Call me any time at 309-208-3977. I can answer your questions about 360 Yield Center and get started on building a successful new business relationship.

Welcome to 360 Yield Center.

A handwritten signature in black ink, appearing to read "Doug". The signature is fluid and cursive, written on a white background.

