

Adjuvant Use Distributors Perspective

2010 AIC Conference

Minneapolis MN

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Adjuvant Use Business Segments

- **Basic A.I. Manufacturer**
- **Generic Chemical Companies**
- **Inert and Adjuvant Ingredient Supplier**
- **Distributor/Adjuvant Manufacturer**
- **Ag Supply Retailer**
- **Ag Chemical Brokers**
- **Growers and Applicators**
- **University and Private Research**

Adjuvant Use Distributors Perspective

- **Generic Chemical Companies**
 - Mostly imports off patent chemistries
 - Limited sales force
 - Minimal marketing programs
 - Limited or no inert package research
 - No tank mix Adjuvant research
 - Increasing number of companies and compounds
 - Twelve new glyphosate registrations this year.

Adjuvant Use Distributors Perspective

- **Ag Supply Retailer**
 - **Business focus is fertilizer, seed and crop protection sales to growers**
 - **Adjuvants may or may not be a focus**
 - **Pesticide inert packages**
 - May not know what they are or care
 - It just better work!
 - **Retailers have become overwhelmed**
 - generics – adjuvant brands – programs

Adjuvant Use Distributors Perspective

- **Ag Chemical Brokers**
 - **Customer base**
 - **Anyone with cash and a pulse**
 - **Procures products from over stock of all segments of the business**
 - **No programs, credit, returns or service**
 - **May offer Adjuvants**
 - **Increased use of internet sales**
 - **Mostly considered disruptive but serve a function**

Adjuvant Use Distributors Perspective

- **Growers**
 - **Farming business is very complex**
 - land – equipment – seed – fertilizer – financing
 - **Have always been and will always be “Cost Conscious”**
 - **Perspective on Adjuvants**
 - They better work – I’ve been fooled before!
 - **Where does a grower go for answers?**
 - retail dealer – basic manufacturer rep – distributor rep – universities –consultants - internet- Ag publications
 - **The number of Growers: decreasing. Average age: 58**
 - reliable products, convenience and services

Adjuvant Use Distributors Perspective

- **Industry trends influencing Adjuvants**
 - **Downward pricing pressure**
 - Proliferation of generics and numerous brands
 - Chemistries becoming less expensive making Adjuvant costs out of proportion
 - **Financing issues for all segments**
 - Pushing risk to other segments
 - Reducing excess inventories – limiting production
 - Delayed purchases -

Adjuvant Use Distributors Perspective

- **Industry trends influencing Adjuvants**
 - **Resistance management**
 - Tank mix chemistries need adjuvants
 - **Proliferation of products and brands**
 - Confusing to retailers and growers
 - **Convenience and performance**
 - Easy to handle, easy to use and does it work?

Grower/Dealer/Distributor Adjuvant Use Panel

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