



DEKALB® TRIAL ADVISOR GOLD

DEKALB® Trial Advisor Gold

Deadline:

Farmer must enroll and share planting data for enrolled fields in Climate FieldView by June 30, 2021.

Incentive:

\$500 per trial, up to four trials per Climate FieldView User Account, paid on account to the dealer.

About the Program:

As a DEKALB Gold Dealer, DEKALB Trial Advisor Gold is an opportunity to support your status as the trusted advisor on your customer's operation.

With this program, you will be able to partner with DEKALB and Climate FieldView to provide product recommendations to farmers that have a high likelihood of success on their farming operation.

Your eligible customers will receive an email notifying them they qualify for a specialized product recommendation and incentive to plant that recommendation.

Upon farmer enrollment on dekalbasgrowtrials.com, utilizing data science powered by Climate FieldView, the dealer will receive a personalized product recommendation for the farmer to help select the best DEKALB hybrids that the farmer may not have experienced before on their farm.

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To Participate:

To participate in the program, the **farmer** must:

1. Receive Climate in-app message and/or email from Climate FieldView prompting them to enroll in DEKALB Trial Advisor Gold on Dekalbasgrowtrials.com.
2. Enroll fields in DEKALB Trial Advisor Gold trial on DEKALBASgrowtrials.com.
3. Work with their DEKALB Gold Dealer, who will receive an email with Farmer's product recommendations, and select and purchase products.
4. Split-plant minimum of 20 acres of recommended DEKALB hybrid vs. 20 acres of recommended competitive product.
5. Actively stream planting data for associated enrolled fields in Climate FieldView.

To participate in the program, the **dealer** must:

1. Receive the enrolled customer's product recommendation from DEKALB, via email.
2. Work with the farmer to select and purchase products for the trial.
3. Remind the grower of planting requirements in order to qualify for incentive:
 - Split-plant single 40-acre minimum field, with a minimum of 20 acres of recommended DEKALB hybrid vs. 20 acres of recommended competitive product.
 - Actively stream planting data for associated enrolled fields in Climate FieldView.

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