

FOR IMMEDIATE RELEASE

Illinois ag tech company to connect the (digital) dots for retailer and grower communities

Champaign, Ill., January 09, 2018- It's a new year, which means new market challenges. Full service retailers are searching for ways to differentiate themselves and demonstrate value in the marketplace, while also trying to connect with an evolving customer base that wants easy access to information and professional services at the touch of a button. That's where Agrible® comes in.

"We worked through what this meant for our customers, and we decided to offer something that leverages our constantly evolving third-generation infrastructure for agricultural businesses," says Paul Miller, Agrible's co-founder and Chief Science Officer.

Agrible will launch its retailer services in 2018, which will provide a digital, two-way communication system for the agricultural community. This will further enhance the grower-retailer relationship by making the direct connection between growers, retailers, sales personnel, and agronomy and analytics seamless.

"So many of our partners have asked us to deliver the best predictive analytics, systems integrations, and data management software, but in ways that allow them to work with their customers how they want to work with them," said Miller. "Agrible's retailer services lets users schedule agronomic services, fully integrate those services from start to finish, and show the true value of their staff's agronomic knowledge to their customers." Agrible already easily integrates with many other agricultural business platforms, so all services and information is in one secure place.

"Agronomy is very localized, as it should be. Online retailers can't offer any type of boots on the ground experience for their customers. Agrible's retailer services offers the efficiency of a digital service along with the value of a personal relationship with the retailer, local agronomy, and knowledge," says Jason Little, Director of Sales at Agrible. "With these services, growers aren't limited to brokered products and generics—they get the choice of all products on the market, along with local services and the knowledge base behind it all."

For the agricultural community, efficiency is always key. Agrible's retailer services alerts users to potential issues using predictive analytics paired with community-driven insights—on soils, local agronomy, logistics, weather, alerts, and other early information—so growers and agronomists can be proactive instead of reactive. With the digital customer interaction and messaging system, Agrible's retailer services will drive actionable sales for all customer segments.

From direct product purchasing and pick up to in-season applications and proof of return on investment (ROI) for your agronomic recommendations, Agrible helps retailers open and close the loop for their agricultural community.

###

About Agrible

Agrible's mission is to analyze and provide agronomic information using science and technology to transform results into globally useful knowledge. We give all agricultural communities the insights, services, and connections to make their decisions easy and sustainable and their operations seamless. Connecting parts of this larger agricultural community to each other through our platform is important to us and is something we do. Join us in our evolution of agriculture.™ Learn more at www.agrible.com.

For More Information:

Jason Little
Director of Sales
Agrible, Inc.
T: (217) 621-5801
E: jason@agrible.com