

WHAT IS IT?

Contribute precision trial data. We analyze and share the results. You decide.

Our new *FBN* product trial system is designed to transform and enhance the way emerging products are brought to market. We will use the power of the Network and our Data Science teams to provide regionalized on farm insight into how products work best in which locations and in what conditions. In doing so, we hope to add another level of detailed data-driven decisionmaking tools to your arsenal to enhance and improve the profitability on your farm. The first such product will be the *FBN* -branded biostimulant* Atarrus.

PRODUCT PROFILE



PRODUCT NAME Atarrus (*FBN*SM brand) 8-0-0

CATEGORY Biostimulant

SUBCATEGORY Vegetal Protein Hydrolysate

DESCRIPTION Atarrus helps crops withstand weather, nutritional, environmental, and chemical stress factors in addition to providing additional plant health and vigor. The technology in Atarrus is backed by years of research and used around the globe. Atarrus is made from 100% naturally derived plant-based materials and contains peptides and signaling promoters that help generate these effects.

HOW TO PARTICIPATE?

1. All members who purchase 40+ gallons automatically opt-in to program
 - **40 gallons will cover 320 acres on most crops @ 1 pt./acre****
2. Run either a split field or strip trial on at least 160 acres
 - Application would be FIRST foliar Post Application
 - **Can be tank mixed with pesticides**
 - Application rate on most crops would be 1 pt./acre
3. Record and Add Precision Application Data on Trial Fields to your account (ensure they are post calibrated)
4. Record and Add Precision Harvest Data on Trial Fields to your account
5. Make sure you have at least one year of historical data added.
6. **\$350 Coupon will be added to your *FBN Direct* Account once all are completed!***

WHICH CROPS?

Atarrus can be used on all crops.

Call your *FBN*Rep today at 1 (844) 200-FARM

*Atarrus is registered and labeled for use as a liquid fertilizer and is derived from Protein Hydrolysate. Protein Hydrolysates fall into the class of products commonly referred to as biostimulants. Because biostimulants do not yet have a regulatory framework, many states require Atarrus to be registered as a fertilizer. Copyright © 2019 Farmer's Business Network, Inc. All rights Reserved. "Farmers Business Network," and "FBN," are registered service marks of Farmer's Business Network, Inc., 388 El Camino Real, San Carlos, CA, 94070 Always read and follow label use instructions for any crop nutrition or crop protection product. Prior to purchase and use, be sure to confirm that a product is labeled for your specific purposes, including, but not limited to, your target crop and its compatibility with other products in a tank mix. Atarrus is a product offered by FBN Inputs, LLC and is available only in certain states where FBN Inputs, LLC is licensed and where Atarrus is registered.**Some exclusions apply, such as tree crops and alfalfa. + Coupon must be used on a future FBN Direct order. Limit one coupon per account. Coupon is non-transferrable and not redeemable for cash. Coupon must be used in connection with a future sales order executed after the receipt of coupon but before September 30, 2020.