

# REASON 1: DIFFERENTIATION

**BREVA**<sup>®</sup>  
seeds

## NO ONE ELSE DOES WHAT YOU DO.

THAT'S WHY WE DO WHAT NO ONE ELSE DOES FOR YOU.

## WE'RE ALL IN ON AG RETAIL, AND THAT MEANS CHANGING THE WAY THINGS ARE DONE.

### THE WAY WE DO BUSINESS

Brevant<sup>®</sup> seeds is uniquely designed to align with the way retail does business. From the start, we work with you to get you what you need. Our local product teams drive the product selection based on your customers' needs, in coordination with retail teams. So, no matter your lineup, we can complement and strengthen your portfolio.

### WHY NOT RETAIL?

Brevant seeds is exclusive to retail because of the value you bring to your growers through performance consistency, knowledge and trust. Straight up, it's because of your service and your expertise that our seed can reach its highest potential. And we want to be your most trusted, highest-performing seed supplier so you can continue to deliver unmatched experience for your customers.

### AWARENESS

We invest significant time and resources into broadly promoting the benefits of ag retail to farmers, alongside the Brevant<sup>®</sup> seeds brand. Through communications like this one, we're investing in confident retail sellers who will relay the advantages of Brevant seeds to the farmer. Furthermore, we have local resources to help you promote the brand to your customers and prospects.

We exist because we've seen how other seed brands interact with retail, and frankly, they're dropping the ball. Not just for you, but for themselves. And we thought it was about time someone did something about it.



**SEE THE PROOF.**

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