



Grow Your
PROMISE
as a **PETERSON PARTNER**





“WE WILL SELL NO SEED
WE WOULDN'T *be happy* TO PLANT
ON OUR *own farm.*”

—CARL PETERSON, PRESIDENT

It's a promise that, neighbor by neighbor, grew Peterson Farms Seed into a regional powerhouse.
A promise at the heart of everything we do.
A promise that you and your business can bank on.



HONEST



Integrity IS WHAT WE'RE BUILT ON.

WE FOLLOW THE “*Golden Rule.*”

We treat the people we work with the way we'd want to be treated because, to us, who we are is more important than how much we sell.

- Our reputation means everything to us.
- You can expect price integrity.
- We don't buy business. We'll never offer a “better deal” to a new customer than what we offer to a loyal customer.
- We don't skimp on quality. Ever. From the quality of our seed to the excellence of our team, you can expect only the best.

INDEPENDENT



AND WE WON'T *apologize* FOR IT.

WE KNOW THAT OUR REGION'S FARMERS WANT *choice*.
WE KNOW BECAUSE WE'RE *farmers*, TOO.

- We're not afraid to have an opinion. Take a position. Stick our neck out and be a leader.
- We don't answer to anyone but you and our farmer customers. We don't have Wall Street or outside investors calling the shots and we'll never make decisions for short-term gain.
- Our mission is to help farmers raise their yields with the best genetics and traits for their farm.



TEST. TEST.
And
TEST AGAIN.

IF IT'S NOT *replicated*, IT'S NOT TESTED.

**WE'RE OBSESSED WITH TESTING SO WE CAN KNOW *where*
AND, MORE IMPORTANTLY, *where not* TO PLANT EACH PRODUCT.**

- We're proud to run the most extensive independent testing program in the northern plains, and as a result, major breeding programs have trusted us to perform their product trials for nearly 20 years.
- We have testing locations across our entire region - over 28,000 soybean, 13,000 corn plots, plus 12,000 plots for IDC testing.
- We're dedicated to ag research in the north because farmers here need product solutions to our unique farming challenges, like IDC and Goss's Wilt.



PARTNERS



THE OTHER GUYS MAY CALL YOU A DEALER. TO US, YOU'RE OUR *partner*.

**WE LOOK FOR PARTNERS WHO HAVE A DESIRE TO PROVIDE
value TO THEIR LOCAL FARMERS.**

- Our partnerships are two-way commitments built on trust and respect.
- We succeed by helping you succeed.
- Our reputation for the highest quality seed has been earned by our adherence to higher than industry standards.
- We understand that agronomy is extremely localized so we give you the tools you need to support your customers.
- We provide unique resources for your team, including sales training, targeted marketing, and grower support.

RELIABLE



WE DO WHAT WE SAY. *Guaranteed.*

AND WE BACK THAT UP -
MAKING IT *right* IF THINGS DON'T GO AS PLANNED.

- We track the accuracy of our deliveries (over 99% for the past 10 years straight). Who does that?
- If we make a mistake, we admit it and make it right.
- We're available. From the dock to our agronomists to our president. We're just a phone call away.

CLEAR-CUT



OUR PROGRAMS ARE *simple.* AND CLEAR.

YOU'RE NOT IN THE *circus*, SO WE DON'T MAKE
YOU JUMP THROUGH HOOPS.

Promise+ Rewards and Financing help you lock down early orders:

- Includes powerful financing options allowing the customer to work with their local bank.
- Provides effective tools to help you grow your customer's business.
- Features a built-in thank you program to reward your valuable customers.



Hard **WORKING**



OUR PEOPLE JUST WORK *harder.* NO KIDDING.

WE COME TO WORK TO DO ONE THING:
MAKE *great* THINGS HAPPEN FOR FARMERS.

- Lots of companies have lost their focus on customer service. For us, it comes first and foremost.
- We've built a unique culture at Peterson Farms Seed – because we know happy people here, make for happy dealers and farmers out there.
- And honestly, our team just cares more. About you. About each other. And about being successful together.

OPPORTUNITY



GROW *with* **US.**

BOTTOM LINE.

- You have the opportunity to represent a unique brand in your geography.
- Your commitment is rewarded with good margin potential and territory protection.
- We work hard to keep our partnership simple and consistent.

WE LOOK FORWARD TO HAVING YOU JOIN OUR FAMILY OF PARTNERS.



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