



2nd Edition

Crop Protection In-season Market Update: U.S. Market Analysis

To Be Published 30 Days After the End of the Second Quarter 2016
Base Year: 2016

Regional Coverage: United States

As part of Kline's continuing efforts to provide clients with the information they need when they need it, we will begin offering in-season updates for the U.S. crop protection industry. This update will provide subscribers with a snapshot of the crop protection market as of the end of the second quarter.

This Report Will Help Subscribers to:

- Obtain an early look at the current crop protection season versus prior season at the net manufacturers' level
- Compare YTD herbicide use versus previous year (% change vs. prior year)
- Compare YTD insecticide use versus previous year (% change vs. prior year)
- Compare YTD fungicide use versus previous year (% change vs. prior year)
- Look at sales by company versus previous year (% change vs. prior year)
- View important changes to key products and crops



Tentative Report Contents*

Introduction

Crop Protection Chemical Market
Update, as of June 30, 2016

Dollar and Volume Basis of Change

Product Type Review

Crop Acreage Review

Biotech Acres

Change by Crop Market

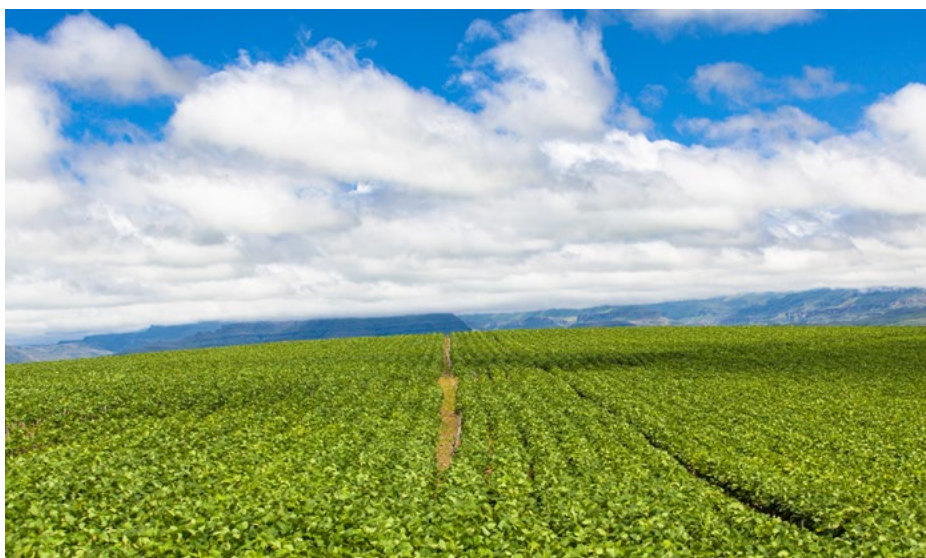
Specialty Crop Summary

Major Research-based Manufacturer
Highlights (Syngenta, Monsanto, Bayer,
Dow, BASF, DuPont)

Specialty research Manufacturer
Highlights (FMC, Valent)

Estimated Quarterly Manufacturers'
Sales

* Subject to charter subscriber input





Scope

Crop Protection In-season Market Update: U.S. Market Analysis will provide an independent analysis of the U.S. crop protection industry. This report will provide a look at the current crop protection industry YTD 1st six months 2016 (as of June 30, 2016). The update will be published approximately 30 days after the end of the second quarter and will provide YTD updates.

- Provide in-season look at the current U.S. crop protection market
- The in-season report will provide up-to-date sales estimates for the crop protection season versus the prior year
- A brief summary by key supplier will be provided, showing sales estimates versus prior year
- Details on current season sales of herbicides, insecticides, and fungicides
- Additional information relating to the current season crop protection market obtained from interviews
- Projections for the full year

Key Benefits

This report will assist crop protection management with an early look at the current crop protection chemical market for the first half of 2016. It will also serve as an invaluable tool in the strategic planning process.

- Provide an up-to-date progress report of the current crop protection season
- The update will show how the season is progressing compared to the previous year
- Provide sales estimates for fungicides, herbicides, and insecticides
- Leading company YTD sales versus the prior year
- Crop protection industry trends for the year



Methodology

Kline’s approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with the true industry insiders!

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Government agencies
- Trade organizations
- Suppliers
- Distributors
- Marketers/manufacturers
- Retailers

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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