

# Effectiveness of U.S. Crop Protection Company Channel Incentives: An Overview & Analysis

**Base Year: 2021**

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**3<sup>rd</sup> edition**

**Regional Coverage:** • United States

An appraisal and ranking of Crop Protection Supplier incentive programs. Understand their effectiveness and the potential payout for each of the three sales channels: distributors, retailers, and growers.

## SCOPE

- › A detailed, independent overview and appraisal of the 2021 channel incentives offered by basic and generic pesticide suppliers
- › Ranking of the top 10–12 Ag Chem suppliers, based on client input
- › Research on programs that account for approximately 80% of sales volume
- › Highlights of select products in 2022 with significant changes in price, supply, or programs
- › Highlights of how suppliers are adjusting 2022 programs given the dynamic supply chain
- › Value of current programs will be shown through:
  - Cash cost
  - Percentage of sales represented by programs
- › Impact of industry consolidation on incentive programs
- › Programs detailed by target audience:
  - Distributor
  - Retailer
  - Grower

**INCLUDES EXCEL-BASED  
DATA RESULTS**

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## Introduction

## Supplier Ranking by Program

## Effectiveness

## Sales and Program Splits by Company

- Sales and Program Splits by Company
- Total Sales by Supplier and Pesticide Type
- Supplier Incentive Program Dollar by Pesticide Type
- Supplier Program as a Percentage of Sales and Pesticide Type
- Types of Distributor, Retailer, and Grower Programs by Select U.S. Crop Protection Suppliers

## Descriptions and Examples of the Various Types of Programs

- Distributors
  - What do the programs look like at the various levels
  - How does the distributor's headquarters interact/communicate with the field?
- Dealer
- Reseller (single-step segments)
- Grower

## Value of Programs

- Cash cost, percentage of sales represented by various programs shown by the manufacturer
- Apparent effectiveness of existing programs
- Attitudes toward programs by the target audience (likes, dislikes, and suggestions)

## Management of Programs by Channel Members

- Tracking system employed
- Personnel employed for managing programs
- Communications

## Effects on 2022 Programs

## Impact of the Current Ag Economy on Incentive Programs

## Supplier Incentives Details by Supplier



## REPORT BENEFITS

This report serves as an excellent resource for crop protection manufacturers for developing and executing distributor, retailer, and grower incentive plans, providing:

A highly reliable and independent assessment of competitive incentive programs of the major crop protection suppliers

An assessment of likes, dislikes, and suggestions relating to current crop protection incentive plans to help marketers increase the effectiveness of their programs

Assistance for manufacturers in planning future incentive programs in the highly competitive marketplace

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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