

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

**Base Year: 2020**

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A comprehensive overview and analysis of the U.S. manufacturers channel incentives currently being offered that account for approximately 80% of sales volume.

**Regional Coverage:** United States

## SCOPE

- › A detailed, independent overview and appraisal of the current range of channel incentives being offered by basic and generic pesticide suppliers
- › The top 10-12 Ag Chem suppliers, based on client input
- › Research on programs that account for approximately 80% of sales volume
- › Value of current programs will be shown through:
  - › Cash cost
  - › Percent of sales represented by programs
- › Impact of industry consolidation on incentive programs
- › Programs detailed by target audience:
  - › Distributor
  - › Dealer
  - › Reseller
  - › Grower

**INCLUDES INTERACTIVE  
DATABASE**

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## Introduction

## Supplier Ranking by Program Effectiveness

## Sale and Program Splits by Company

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

## Descriptions and Examples of the Various Types of Programs

- Inventory protection
- Rebates on purchases
- Loyalty rebates
- Sales timing incentives
- Product tie-in incentives
- Travel or merchandise incentives

## Target Audience for Each Type of Program

- Distributor
  - 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, suggestions)

## Management of Programs by Channel Members

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

## Effects on Industry Consolidations on Programs

## How the Current Ag Economy Impacts Incentive Programs

## Supplier Incentive Details by Supplier

An Excel datafile will be supplied to allow subscribers to search and review data any way they choose.



## 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 analysis of the 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.

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