

BioPath® & PowerCoat® FROM
BIOLOGICAL FERTILIZER COMPLEMENT



FERTILIZER'S PERFECT COMPLEMENT

BioPath® and PowerCoat® are biological fertilizer complements that when added to your fertilizer programs advance your customers' plant health and overall crop potential. You will be the one delivering the agronomic advantages to their fields. We're here to help you make that happen with a multi-faceted approach that will enable you to strengthen existing and create new connections with your customers using these innovative biological products.

The sales process for our biological products isn't a "one and done" effort. Our Powered for Partners Program includes the tools you and your sales team need to inform your customers about using BioPath in liquid nutrient management plans or PowerCoat in granular applications. This year-round, end-to-end program includes:

- **Innovative Products** positioned for success in the marketplace.
- **Training and Support** for your sales team that add value to your customers' businesses by training on innovative ways to sell biological fertilizer complements in corn.
- **Impactful Marketing** that uniquely positions both BioPath and PowerCoat as key components to maximize the Corn Sprint, providing you with selling opportunities that differentiate you from competitors. We will also provide brochures, advertising and promotional assets to help you build and maintain awareness in your local market during key decision-making and purchasing times.
- **Incentive Programs** that create win-win scenarios for everyone involved, increasing revenue and margin potential for your business. This includes an easy order program that provides tiered incentives and options for retailers committing to qualified amounts of BioPath or PowerCoat.

Armed with this support, we're confident you'll have everything you need to drive success through partnership with Mosaic. You have our commitment to help your business succeed and to help your growers reap the rewards of advanced crop nutrition with our biological products. Thank you in advance for making BioPath and PowerCoat the next household names in soil health and crop nutrition.

Sincerely,

The Mosaic Team

Learn More at AmplifyYourROFI.com