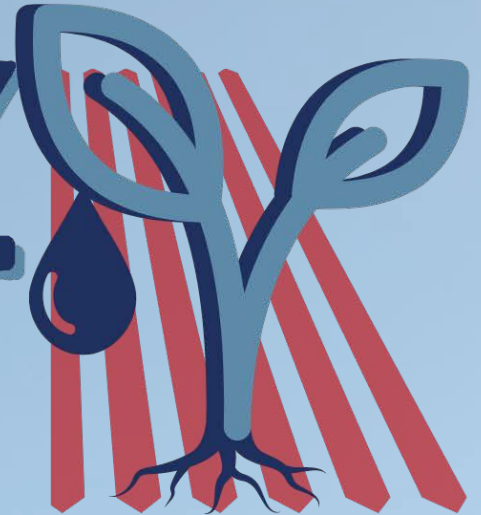


HOLIDAY HARVEST

THE HARDWORKING CASH CROP



Another 'Greenfield Innovation' Product

The Greenfield Innovation Team:

Chief Executive (& Farmer): Lauryn Robnett

Chief Operating Officer (& Farmer): Teagan Engle

Chief Financial Officer: Gabe Todd

Chief Data Officer: Halley Blades

Chief Marketing Officer (& Farmer): Rachel Ancell

Chief Information Officer: Grayson Selsor

Strategic Director (& Farmer): Emma Steele

Founder & Consultant (& Farmer's Wife): Annette Kendall

aka Mizzou NAMA - University of Missouri- Columbia

NAMA Student Marketing Competition 2024

Thank you for your interest in Holiday Harvest

Introducing Holiday Harvest, a groundbreaking high oleic cash crop derived from genetically modified pennycress. By integrating this winter crop into your farm's rotation in October, you unlock an additional revenue source from a premium crop without the need for investing in extra equipment. The timing of its spring harvest extends the growing season and increases yields of subsequent rotational crops. Beyond its primary financial benefits, Holiday Harvest serves the dual purpose of a traditional cover crop, significantly improving soil health and contributing to a more efficient operation. Imagine your soybean fields green to the eye by the Fourth of July - celebrate America's independence with your loved ones, knowing your fields are hard at work.

Greenfield Innovation is a family-owned company with over three decades of experience in commercializing agricultural technologies. Our collaboration with industry leaders Bunge and Chevron has resulted in an enhanced oil content four product, and we're excited to demonstrate how a partnership with us will elevate your farming operation to new heights.

Market Analysis





Declining crop prices and rising input costs in 2024 mean raising income and reducing cost is critical¹. Holiday Harvest diversifies and increases revenue, maintains soil health, and creates production efficiency. It's the hardworking solution you're looking for.

Market Size and Potential

Given the current landscape of crush plants, our initial strategy for rolling out Holiday Harvest targets existing cover crop and winter wheat producers across Indiana, Ohio, Illinois, and Missouri. Collectively, these states represent a substantial opportunity with a market size of 5,325,699 acres, encompassing 3,541,725 acres of cover crops and approximately 1,783,971 acres of winter wheat². The distribution of these states is fairly even, with Indiana and Ohio each contributing around 23%, and Missouri and Illinois 26%. Market penetration, as per the accompanying table, is strategically phased to match the pace of average agricultural technology adoption rates. This staggered approach allows us to adapt and scale effectively.

	Year 1	Year 2	Year 3
IN	1% WW = 2,622 acres	3% WW & CC = 37,514 Acres	7% WW & CC = 87,532 Acres
OH	1% WW = 5,100 acres	3% WW & CC = 37,833 Acres	7% WW & CC = 88,276 Acres
IL	None	1% WW = 5,402 Acres	3% WW & CC = 42,644 Acres
MO	None	None	1% WW = 4,716 Acres
Total	7,722 Acres	80,749 Acres	223,168 Acres
*Winter Wheat (WW) & Cover Crop (CC) Acres			

Market Trends and Need

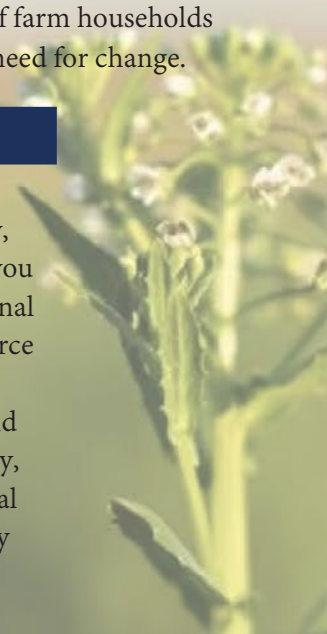
-  Off-farm employment increased from 34% to 56% between 1974 and 2017³.
-  Quantity of soybean oil demanded for use in biofuels increased by 20% between 2021 and 2022⁴.
-  Acreage devoted to cover crops increased 17% from 15.4 million acres to 18.0 million between 2017 and 2022².
-  At least 564 million additional bushels of soybean oil is needed to meet U.S. demand for biofuel in the next 3-5 years⁵.

Over the past decade, median income for U.S. farmers peaked at only \$296. In 2022, a staggering 82% of farm households relied on income from outside their farming activities to get by³. This situation underscores a pressing need for change.

Target Market

Holiday Harvest presents a significant advantage for farms engaged in the traditional corn belt crop rotation of corn, soybeans, and wheat, especially those operations spanning at least 2,000 acres. Notably, 95% of farmland is owned or leased by individuals over the age of 35. If you fall into this demographic, you might find a connection with the experiences of Liam and Lilly Redwood, farmers who faced the additional financial burden of supporting college-aged children. Holiday Harvest not only introduces an extra source of income but also enhances family time through its production efficiencies.

Chances are, you're already exploring new technologies to incorporate into your farming operations, and we believe Holiday Harvest will seamlessly integrate into your suite of innovative solutions. Interestingly, the average age of farmers incorporating cover crops into their practices is 59, slightly above the national average, highlighting a group for whom profitability might be less pressing than succession planning. By adopting Holiday Harvest, you can create an avenue to involve a new generation of farmers, paving the way for sustainable farming.



Liam and Lilly Redwood

On a 4,000-acre farm in Indiana, third-generation farmers Liam and Lilly manage a rotation of corn, winter wheat, and soybeans. With their twins, Emma and Ethan, turning 18 and preparing for college, the financial pressure was mounting. Beyond the need for financial stability, they also wanted to carve out precious family time during the summer breaks. Adding Holiday Harvest to their crop rotation became a pivotal decision. This move not only provided the financial means to support their children's education but also allowed for a much-anticipated family vacation to Lake Michigan this summer. The farm has become a testament to achieving both stability and efficiency. For the first time in their farming career, Liam and Lilly celebrated the Fourth of July as a family, while their fields kept working.



Harold and Helen Joy

In central Ohio, a 2,000-acre farm specializing in corn, soybean, and cover crops has thrived for over 6 decades. With no successor in sight from their own family, Harold and Helen faced a pressing succession issue. Lucas, a young neighbor with a keen interest in farming, had been helping the Joys on weekends and during school breaks. The solution to their succession challenge emerged through the Holiday Harvest Beginning Farmer Brand Ambassador (BFBA) Program. Lucas took the helm of the Holiday Harvest crop, guided by Harold and Joy's wisdom. Together, they now serve as ambassadors for the BFBA program. Lucas has injected fresh ideas and energy. The farm is a model of resilience and innovation, with the continuing legacy of agriculture supported by Holiday Harvest.



Market Position

As a genetically modified high oleic cash crop derived from pennycress, Holiday Harvest introduces a unique opportunity to the market, as outlined in this table. It offers an additional revenue stream, brings the benefits of a cover crop, and delivers production efficiency. While its economic benefits align with your goals, concerns may arise regarding the nascent market for Holiday Harvest. We assure you that our partnerships with Bunge and Chevron secure a robust market for this premium product. And if a natural disaster hits, you have the safety net of the Noninsured Crop Disaster Assistance Program (NAP) offering financial support to mitigate losses.

Benefit	Holiday Harvest	Direct Competitors	
		Cover Crops (Winter Rye)	Winter Wheat
Anchors Topsoil			
Third Season Income Crop		X	X
High Oleic Demand		X	X
Early Harvest Date		X	X
Central Midwest Growing			
Nitrogen Use	50 lbs/acre	-	100 lbs/acre
Average Total Cost Per Acre	\$134	\$123	\$187
Net Profit Per Acre Year 1	\$289	-	\$262

Price

The costs and benefits of incorporating Holiday Harvest into your agricultural practice are transparently explained below. We recommend seeing Holiday Harvest at 30,000 plants per acre with purchase options as follows:

1. A 50lb bag covering approximately 25 acres is priced at \$250, or
2. A 2,000 lb bulk bag covering around 1,000 acres is available for \$9,000.



Through our strategic alliances with Bunge and Chevron, we've established a strong market position and competitive pricing. For the first year, we've locked in a guaranteed rate of \$6.50 per bushel, underscoring our commitment to fair compensation. This rate will be evaluated and adjusted annually in line with market changes to ensure you get the best possible value.



Purchasing Holiday Harvest will be convenient, with availability through cooperatives in Indiana and Ohio, and expanding to Missouri and Illinois co-ops within the next year. A specialized agronomist and product ambassadors are on standby to assist with any inquiries related to buying, planting, harvesting, or navigating the supply chain.



With yields averaging 65-70 bushels per acre, Holiday Harvest offers a promising return on investment, enhancing the economic appeal and profitability of incorporating our product into your crop rotation.



1-800 HARVEST

Strengths

- 3 decades commercial experience.
- Product integration with existing practices
- Earlier soybean planting.
- Bunge & Chevron deal fixes year 1 price.
- USDA grant for new farmers.

Weaknesses

- Scarce herbicide options.
 - Fewer test results vs. existing crops.
- Challenges**
- Govt incentives to meet oil demand.
 - FDA food use approval.

Threats

- Biofuel production's environmental toll.
- Policies on biofuel vs. food & environment.

Business Proposition

Founded in 1993, Greenfield Innovation specializes in licensing and commercializing agricultural technology. Our roots are deeply embedded in agriculture, with some of team members actively managing our family farm. During the development of Holiday Harvest, we asked more than 35 producers for their insights.

- 75% were willing to try Holiday Harvest "if the numbers work."
- 25% hesitated, citing the absence of an established market.
- 90% said profitability was their main concern.
- 75% highlighted July harvest challenges and 40% avoid planting winter wheat to bypass these difficulties.

Holiday Harvest is crafted to fit effortlessly into existing farm routines, offering a lucrative and streamlined solution for cover crop and winter wheat producers across the Midwest. This innovation addresses the chronic issue of slim margins and rising costs that farmers face today.

Ask yourself, when was the last time July 4th was more about celebration than exhaustion for you and your family?

Strategy Statement

Holiday Harvest is crafted with Midwest farmers in mind, offering a comprehensive mix of market education, strong support, equitable pricing, and continuous innovation. Our aim is to establish Holiday Harvest as a key product, leveraging our strong ties with both farmers and the wider industry. Our strategy is built on extensive education initiatives, a dedicated team of product ambassadors, an easy-to-navigate local purchasing process, and a pricing model that's transparent, competitive and clearly beneficial for both you and Greenfield Innovation.

Return on Investment

Boasting an average yield rate of 65 bu/a, Holiday Harvest ensures a superior ROI and brings additional advantages such as improved soil health and enhanced production efficiency. Plus, it offers the chance to enjoy July 4th celebrations with loved ones!

Forget back-of-the-envelope calculations; our user-friendly online calculator makes ROI estimation easy. Simply enter the acreage you intend to cultivate, and we'll calculate seed costs and predict yields at a guaranteed first-year price of \$6.50 per bushel. This, compared with your usual winter wheat expenses and profits, will highlight the financial gains awaiting you.



Holiday Harvest Goals

We're committed to providing exceptional customer value by carefully managing our market share expansion.

- In year 1, we aim for 1% of Indiana and Ohio's winter wheat acres.
- Maintain 95% customer retainment annually.
- Achieve 20% brand recognition through paid media and 7% through unpaid media by year 3.

Key Planning Assumptions

- Other crop prices will continue to decrease.
- Input costs will continue to increase.
- Demand for biofuel will continue to rise.
- Bunge will continue to build high oleic crush plants in the Midwest.
- A USDA beginning farmer grant with Purdue Extension and Ohio State University Extension funds the BFBA program in Indiana and Ohio.

	Holiday Harvest vs Winter Wheat	
	Winter Wheat	Holiday Harvest
Acres	100	100
Seed \$ Per Acre	40	10
Machinery Cost	100	100
NH3	47	23.50
Cost for field	18,700	
\$ Per Bushel	5.61	
Yield Average	80	
Gross Profit	44,880	13,350
Net Profit	26,180	6.50
		65
		42,250
		28,900

Pushes back my next crop (soybean) planting date

Action Plan

Place

In year 1, our focus is central and east Indiana, and central western Ohio, targeting 19 counties surrounding Fort Wayne and Indianapolis, and six counties near our Ohio plant. By year 3, our expansion will encompass all of Indiana, Ohio, and central Illinois, with further growth into Missouri. This phased growth is designed to leverage the presence of high oleic crush plants in these areas.



Events & Community

Ambassador Farmer Mentorship Program: Thanks to a partnership with Purdue and The Ohio State University Extension, we've secured a \$750,000 USDA Beginning Farmer Grant for our BFBA program. This grant supports seasoned farmers, like the Joys, in mentoring newcomers through the integration of Holiday Harvest into their operations. Interested in learning more from their journey? Our BFBA participants are just a call away at 1-800 HARVEST, eager to share their insights on Holiday Harvest and working with Greenfield Innovation. For those intricate agronomy queries, they'll connect you with our expert agronomist.

Market Education: Both Purdue and The Ohio State University Extension are set to offer extensive educational programs and resources to ensure you get the most out of Holiday Harvest. Stay in the loop about upcoming workshops in your area by subscribing to our newsletter.

Email Marketing: Keep up to date with the latest on Holiday Harvest through our email newsletter. By signing up via our website, you'll receive information on where to find our product at cooperatives, crush facilities nearby, and tips for enhancing your farm's efficiency.

Positioning

Holiday Harvest redefines farming in the Midwest, offering a premium crop that seamlessly integrates with current practices for improved profitability, soil health, and efficiency.

Promotion

Paid Media

Radio Advertising: Understanding that reading magazines or watching TV ads isn't your go-to after a long day in the field, we've chosen radio as our primary channel to reach you while you're working. Keep an ear out for Holiday Harvest on Hank FM in Indiana and Ohio Country Today, the heart of your country music and farming news. Illinois farmers, tune into CD Country 107.9 in year 2, and Missouri, Clear 99.3 FM in year 3. By year 3, you'll also catch us on Agritalk radio & podcasts each fall. Earned media segments will also be tailored to fit your day in the tractor, featuring testimonials and educational content.

Social media advertising: We've noted your preference for Facebook and YouTube. Expect to see our owned media channel presence there, alongside valuable educational content from Purdue and The Ohio State University Extension. In other earned media, our BFBA participants will share their stories directly, and for a broader reach, we're partnering with Connor Crickmore, a social media influence with a 300,000 strong following, to spotlight family farm success stories.

Pay Per Click Search Advertising: Searching for 'cash covers' or 'increasing farm revenue'? We'll be right at the top of your search results, aiming to use these purchased keywords to connect you with our website and introduce you to Holiday Harvest.

Trade Shows & Events: Meet our BFBA participants and agronomist in person at events listed in our "Where To Find Us Next" graphic. Sign up for our newsletter for the latest on when we'll be at your local trade show or ag event.

Public Relations: Are you reading this as you're waiting in line at your local crush facility, enjoying a Harvest Sunrise Burrito handed to you by one of our BFBA participants? For more real-life stories and to dive deeper into what makes Holiday Harvest special, visit our website, www.holidayharvest.com or reach out by calling or texting 1-800 HARVEST. Remember, the most powerful advertising comes from personal experiences and word-of-mouth.

WHERE TO FIND US NEXT?

New Century Farmers Conference
July 21-25, 2024 Des Moines, Iowa

Farm Progress Show
August 27-29, 2024 Boone, Iowa

Fort Wayne Farm Show
January 14-16, 2025 Fort Wayne, Indiana

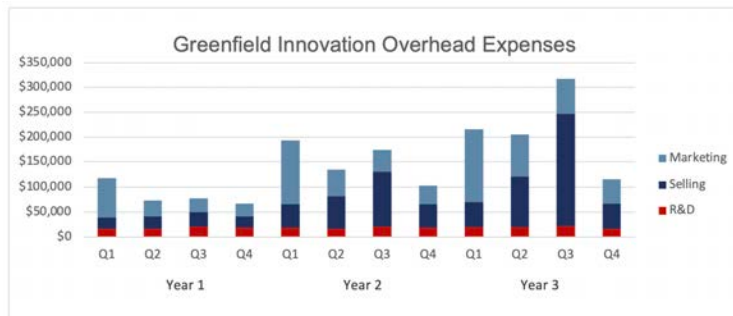
Commodity Classic
March 2-4, 2025 Denver, Colorado



Finances

We're open about our finances and goals to build trust and demonstrate our commitment to enhancing profitability on your family farm. Year 1 forecasts \$77K in gross sales, reflecting the demand for solutions to farming's economic challenges. We expect sales of 50 lb bags to rise from 309 in Year 1 to 8,047 by Year 3, driven by farmer endorsements and strategic marketing, particularly in Q1 of each year with trade shows. Marketing expenses will initially be high at 213% of revenue, then taper to 15% by Year 3 as we solidify our market presence. This approach, combined with targeted regional marketing and agriculture media coverage, sets us up for substantial growth, highlighting our dedication to the farming community's success.

Marketing Budget	Year 1	Year 2	Year 3
Radio Advertising	\$ 26,175	\$ 57,915	\$ 112,264
Hank FM 97.1 (Indiana)	\$ 14,700	\$ 26,460	\$ 35,280
Ohio Country Today (Ohio)	\$ 11,475	\$ 20,655	\$ 27,544
CD Country 107.9 (Illinois)		\$ 10,800	\$ 19,440
Clear 99.3 FM (Missouri)			\$ 13,500
Agrialk Radio/Podcast (National)			\$ 16,500
Digital & Social Media	\$ 16,550	\$ 27,223	\$ 37,405
Facebook	\$ 1,050	\$ 2,223	\$ 2,905
Twitter	\$ 500	\$ 1,000	\$ 1,500
Youtube	\$ 3,000	\$ 6,000	\$ 9,000
Pay Per Click	\$ 12,000	\$ 18,000	\$ 24,000
Trade Shows/Outreach	\$ 37,150	\$ 74,152	\$ 97,152
Local events	\$ 34,275	\$ 61,775	\$ 69,275
Fort Wayne Farm Show	\$ 1,525	\$ 1,525	\$ 1,525
Farm Science Review	\$ 1,350	\$ 1,350	\$ 1,350
Western Farm Show		\$ 1,452	\$ 1,452
Farm Progress Show		\$ 8,050	\$ 9,050
Commodity Classic			\$ 14,500
Analytical services	\$ 26,400	\$ 29,700	\$ 33,413
Extension Outreach	\$ 10,000	\$ 10,000	\$ 10,000
Marketing Materials	\$ 5,000	\$ 5,000	\$ 5,000
Travel and Meetings	\$ 9,500	\$ 21,830	\$ 17,000
Public Relations	\$ 10,000	\$ 10,000	\$ 10,000
Salaries	\$ 23,400	\$ 24,570	\$ 25,799
Total Marketing Expenses	\$ 164,175	\$ 260,390	\$ 348,032
Marketing % of GSD	213%	32%	15%



Income Statement	Year 1	Year 2	Year 3
Gross Sales Dollar (GSD)	\$ 77,250	\$ 807,568	\$ 2,252,576
Holiday Harvest (50lbs)	\$ 77,250	\$ 734,848	\$ 2,052,596
Holiday Harvest (2000lbs)	\$ -	\$ 72,720	\$ 199,980
Net Sales (NS)	\$ 74,933	\$ 783,341	\$ 2,184,999
Returns (3%)	\$ 2,318	\$ 24,227	\$ 67,577
Cost of Goods Sold	\$ 30,900	\$ 348,479	\$ 970,942
Holiday Harvest (50lbs)(unit costs)	\$ 30,900	\$ 293,939	\$ 820,957
Holiday Harvest (2000lbs)(unit costs)	\$ -	\$ 54,540	\$ 149,985
Gross Margin	\$ 44,033	\$ 434,862	\$ 1,214,057
GM%	57%	54%	54%
Research and Development	\$ 72,000	\$ 75,320	\$ 79,666
Selling expenses	\$ 99,965	\$ 269,449	\$ 426,584
Marketing Expenses	\$ 164,175	\$ 260,390	\$ 348,032
Net Income	\$ (292,107)	\$ (170,297)	\$ 359,775
Net profit margin (%)	-378%	-21%	16%

Monitoring and Measuring

Measurement	If Goal Is Not Met	If Goal Is Met	Stakeholder Communication
GOAL-Obtain 1% total winter wheat acres across Indiana and Ohio in Year 1			
Track monthly, quarterly, and yearly sales data; Conduct customer surveys to evaluate product usage.	Evaluate disconnects from target market, e.g., marketing strategies, pricing structures, sales techniques, accessibility.	Continue growth strategy as planned. See table on page 1 for further information.	Use sales analytics to further penetrate Midwest markets for continued expansion.
GOAL-Ensure 85% Customer Satisfaction by Year 3			
Annual customer survey and evaluation; Track and monitor data on product performance.	Evaluate customer complaints and implement a root-cause evaluation program to determine the source of the issue.	Obtain customer testimonials for media marketing and expand BFBA program.	Use customer satisfaction metrics to measure progress toward objective of providing an additional revenue stream and production efficiency.
GOAL-Brand Recognition in target market of 20% paid media and 7% unpaid media by Year 3			
Social media engagement; Website information on all paid media; Conduct surveys at trade shows.	Review and reassess promotional and outreach strategies for existing and prospective customers.	Increase marketing budget to expand media marketing in new locations and target markets.	Use marketing metrics to ensure marketing spend effectively reaches the right audiences.

Contact Us

Call or text 1-800 HARVEST to unlock your farm's potential. Elevate your income, preserve soil health, and enjoy enhanced production efficiency by turning your fields green to the eye by the 4th of July.

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