

Agricultural Sales Contest Information

Agricultural Input Product - 2 Year Division

Scenario for Sales Contest:

General Overview:

For this contest you will be acting as a sales agronomist for the local CHS Ag Services location. Our Farmer has stopped into the dealership and is looking for information and to purchase fertilizer for two of his fields. He has not yet decided what crops to plant in the two fields. Below is his scenario please research what is going to be the best fertility product to fit the customer's needs? We have MESZ (12-40-0-10S-1ZN) & MAP (11-52-0) at our location. Please research the soil test information and fertility recommendations for the different crop choices to find what the best solution is for our customer based on performance & price.

Customer Profile:

Hi, my name is Mike and I am looking for a recommendation on how much and what kind of fertilizer I should apply to two of my fields. I farm 2000 acres of corn, wheat & soybeans. I have not yet made up my mind on how many acres of each crop I am going to plant on the entire 2000 acres for the upcoming year. I am looking to you for advice on a fertility plan and to possibly purchase fertilizer for these two fields to get started. I am open to any and all suggestions and recommendations on different fertility products and rates.

--What do you have to offer and what do you think is the best fertility program for my needs and best return on investment?

Here is a list of other important items:

- I am 35 years of age
- I am considered to have a progressive farming style
- I would like to plant more acres of wheat than that of corn and soybeans
- I would need you to apply the product for me.
- Cost of production is important.
- See the attached soil tests for information and recommendations for the different crops.

Product Information: Fertilizer prices are as of 3/15/16 and are subject to change.

Option #1:

MicroEssentials MESZ (12-40-0-10S-1ZN) \$525/Ton

Option #2:

MAP (11-52-0) \$495/Ton