

Finding the Growers You're Not Calling

How market share gets missed and found

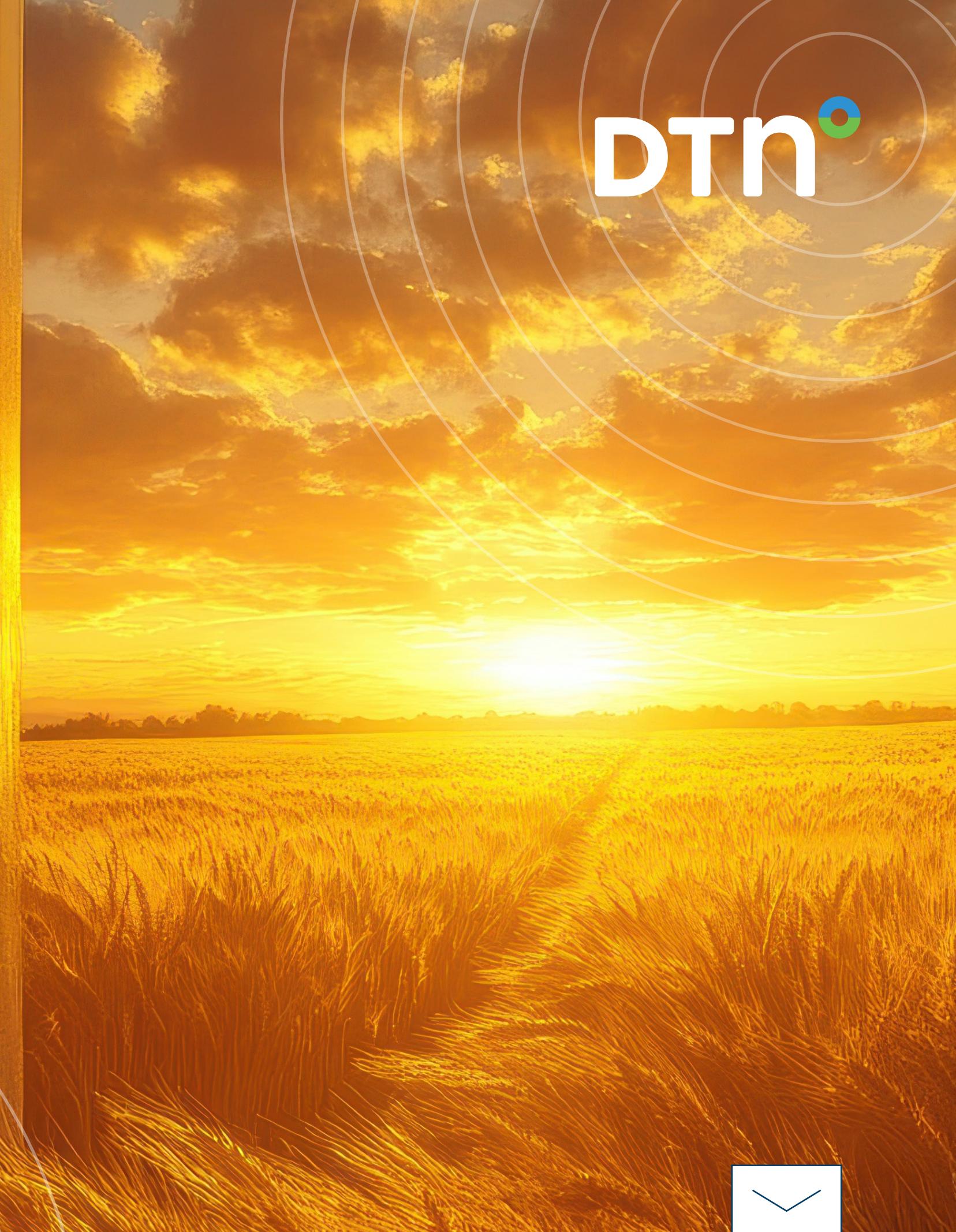
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**— You —
know your
customers
well.**

But knowing your customers
isn't the same as knowing
your full market.

Many high-potential growers
across your territory aren't on
your radar at all.



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Your CRM shows who buys from you today.

It doesn't show the growers who buy elsewhere, buy inconsistently, or should be buying more from you.



That leaves **critical growth questions** **unanswered, like:**

- Which growers in your core geography are buying seed, fertilizer, or crop protection from competitors today?
- Which high-acreage operations are completely missing from your customer list?
- Which growers should be buying more from you based on crop mix, yield potential, and input usage?

These aren't hypothetical. They're the exact questions teams answer when they use real farm, acreage, and crop data.

DTN
The Knowledge Network





Farm Intelligence fills that gap.

It shows you non-customer growers in your core geography, the acres they farm, the crops they plant, and the products they likely use — so you can see exactly where opportunity exists.





Sales reps **stop** guessing.

They see a prioritized set of opportunities based on acreage, brand usage, crop production, and purchase potential, not gut feel.





Instead of chasing growth broadly,
teams see exactly where it exists.

Market share increases when effort is focused on the right growers, in the right places, with the right products.



Market share, made clear.

See your full market.

Focus on the growers that matter most. Act with confidence across your territory.

[Explore Farm Intelligence](#)

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