



GROWERS EDGE PARTNERS WITH SYNERGY COOPERATIVE TO INTRODUCE A WARRANTY-BACKED CROP PLAN

Johnston, Iowa and Ridgeland, Wisconsin – March 3, 2022 – [Growers Edge](#), a provider of data-driven financial technology (fintech) solutions for the agricultural industry, today introduced a new warranty-backed Crop Plan featuring BASF seed in partnership with Ridgeland, Wisconsin-based [Synergy Cooperative](#).

“Synergy Cooperative is committed to helping our customers improve their bottom line with new ag technologies,” said Richard Carr, Agronomy Manager at Synergy Cooperative. “We believe this warranty-backed Crop Plan will help customers improve profitability with the products and services available from Synergy.”

Based on data and analytics, Growers Edge designed a proprietary Crop Plan using BASF soybean seed and services sold by Synergy Cooperative. When growers follow the agronomic practices of the program, they receive a warranty-backed performance offer for added protection and improved confidence. The Crop Plan is sold exclusively through Synergy agronomists.

“We know growers are wary of taking on risk even when doing so could boost their profitability,” said Todd Robran, Regional Sales Manager at Growers Edge. “Our partnership with Synergy Cooperative will bring two innovative companies together to help increase grower’s production and resiliency.”

Growers interested in enrolling in the Synergy Cooperative Crop Plan can learn more at www.synergycoop.com or contact their Synergy Cooperative sales representative.

About Synergy:

Synergy Cooperative is a customer-owned cooperative in Northwest Wisconsin that started in 2017 with the merger of Cedar Country Cooperative, Lakeland Cooperative and United Ag Cooperative. The company prides itself on building innovative solutions for its customers with grain, feed, refined fuels and propane throughout Northwest Wisconsin.

About Growers Edge: Empowering Growers to Adapt and Thrive

Growers Edge delivers grower income assurance through data-driven financial technology products, solutions, and tools for the agricultural sector. Empowering growers to adopt new technologies to increase profitability, Growers Edge solves the financial gaps of growers by changing how agricultural inputs and services are sold and financed, allowing them to capture more value and improve profits. Led by a proven team of agricultural and lending leaders, and backed by top agtech investors, the company is headquartered in Johnston, Iowa. To learn more, visit growersedge.com.