



FOR IMMEDIATE RELEASE

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Agrible, Inc. Partners with The Equity to Provide Morning Farm Report Tools to GoSmart Customers

CHAMPAIGN, Ill., (August 25, 2016) [Agrible, Inc.](#) and [The Equity](#) (formerly Effingham Equity) have collaborated to bring the predictive analytics tools found inside Agrible's [Morning Farm Report](#)™ to The Equity's GoSmart Analytics customers. Through this joint effort, GoSmart Analytics users will now receive industry-leading data insights and recommendations to help with decision-making on the farm.

By signing up for GoSmart Analytics, growers receive up-to-date weather forecasts, in-season yield forecasts, and the ability to benchmark yield results with other GoSmart customers. They also receive a Morning Farm Report account with access to forecasts and recommendations on pests, nutrient availability, and more. For an additional fee, growers can add the Morning Farm Report Field Logistics AgriBundle, which includes hour-by-hour field conditions, soil temperatures, wind speed and direction, and a pollinator risk guide.

"The Equity has built a reputation as a leader in innovation and service," said Chris Harbourt, CEO of Agrible. "Their philosophy is a perfect fit for Morning Farm Report, and we look forward to bringing the power of big data to their GoSmart Analytics customers."

GoSmart Analytics customers are using Morning Farm Report's predictive analytics to plan field operations weeks in advance and make informed, data-based decisions. Growers then benchmark their return on investment for each GoSmart field without the need to manually enter their field expenses into another system.

"With GoSmart Analytics, we are looking to turn big data into value for our customers," said Tim Bence, Agronomy VP at The Equity. "We're confident that the predictive analytics tools in Morning Farm Report will compliment the GoSmart system and help us accomplish that goal."

Growers should contact their The Equity salesperson if they are interested in participating or would like more information. Additional details can be found at www.TheEquity.com.

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About Agrible

[Agrible](#) is working to assure that the global food supply is sustainably sourced, one field at a time, by connecting growers with partners, optimizing the opportunity for the grower, and bringing value to the ingredients supply chain. We forecast how weather will impact a range of crops, agricultural operations, and economic decisions. We drive to simplify big data, to innovate within existing production methods, and to be the leading voice of recommendations for

our agricultural partners. Above all, we value the role of the farmer and work tirelessly to bring the most accurate, practical information to those who need it.

About The Equity

The Equity is one of the largest independent agricultural cooperatives in Illinois. The Equity offers a broad range of products to fulfill our customer's needs, such as Agronomy, Grain Services, Feed & Livestock, Energy, and Hardware & Supplies in a market that covers approximately 10,000 square miles. For more information, visit www.TheEquity.com.