

# NEWS RELEASE



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## **Agren® Introduces New Sustainability Solution for Agribusiness**

**Carroll, Iowa - June 19, 2015**—Agren, Inc., the leading provider of sustainability technology to agriculture, unveiled their three-tiered Sustainability Solution for ag retailers today.

Agren's Sustainability Solution provides agribusiness an immediate way to add sustainability to their current precision offering. The platform allows advisors to easily assist growers in their pursuit of more sustainable farming systems through a multi-tiered path from lead generation to full service conservation planning. Unique to Agren's solution is the value it provides. Growers benefit from practical solutions; the food industry benefits from the solution's transparency and accountability through its proven science-based results.

Designed to provide practical, farm-specific solutions, the three-tiered system grows along with the ever-increasing demand for sustainably produced food.

- Intuitive, color-coded map layers in Tier 1 target areas of greatest concern and help advisors initiate a conversation with growers about specific resource concerns like soil erosion and nutrient loss that may be limiting productivity.
- Graphs and maps in Tier 2 allow advisors to rapidly analyze and understand the impact of management practices on soil and nitrogen loss.
- With Tier 3, ag advisors are able to deliver a full-suite of custom soil and water management services to growers, including site-specific recommendations for practices like reduced tillage, cover crops, and grassed waterways.

"Sustainability isn't a fad," says Agren CEO Tom Buman. "Sustainability is the crop input of tomorrow." Spurred by population growth, news of hypoxia and climate change, looming regulation, and pressure from consumers, agribusiness is becoming acutely aware of the need to create viable sustainability programs. With Agren's Sustainability Solution, agronomists are able to provide powerful conservation recommendations that easily integrate with their precision ag platform.

"The path to meaningful change is to provide real value to growers. Precision ag provides the platform to deliver that value," says Buman. "By implementing Agren's Sustainability Solution, ag retailers can differentiate themselves and address both short-term and long-term environmental challenges."

For more details please visit [www.agrentools.com](http://www.agrentools.com).

**About Agren**

Agren provides whole-farm precision conservation solutions that enhance both ag productivity and sustainability. Their on-line conservation planning software gives service providers a robust platform that optimizes proven water management and erosion control practices to field locations where they are most needed. Agren's customers span both public and private sectors and include agribusiness, land improvement contractors, and local, state, and federal government agencies. Founded in 1996, Agren is headquartered in Carroll, Iowa. For more information, please visit [www.agrentools.com](http://www.agrentools.com).

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