LIQUID FERTILIZER APPLICATORS

DEALER PLAYBOOK

V9-20-16

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FAST™ AG SOLUTIONS | FAST GLOBAL SOLUTIONS

www.fast-mfg.com

CONTENTS

OVERVIEW

This Playbook is designed to assist FAST dealers in walking through the entire sales process, with a focus on the new sales process that has been adopted by the FAST sales team to be more consultative with our customers.

We want to approach our sales efforts by doing more than just selling the product features.

- We want to understand the issues that farmers are facing in today's Ag environment
- We want to align capabilities that can be offered by the dealer and by FAST as a solution to help meet the needs of today's farmers, and how FAST is the best fit to benefit their operations

Doing this will position ourselves as not just a dealer looking to move product, but as someone who they see as a trusted advisor who is looking for ways to help make the farmer more efficient and profitable.

In turn, we believe this will help you, as a FAST dealer, create more business and establish long-standing relationships with your customers.

PROSPECTING FOR NEW CUSTOMERS
SELLING STEPS FOR FAST APPLICATORS

— **Understanding today's farmers**

— **What motivates your customers to change how they are doing things today?**

TODAY'S FARMER

TECHNICALLY SAVVY

- Use the Internet to research products even before talking with dealer (Ag Forums, Ag Talk, Company Websites, YouTube, Twitter)
- 95% have smartphones

TRANSITION OF FAMILY FARMS

- Median age of today's farmer is 55/56 years old
- Millennials are taking over family farms

MAINTAIN STRONG RELATIONSHIPS WITH DEALERS

- Place value in superior service/after-sale support
- Want to work with someone who understands farm operations and how to make their farm more efficient/profitable

PROGRESSIVE FARMERS

- Plan for the future
- Will buy if ROI can be proven

ISSUES THAT MOTIVATE FARMERS TO CHANGE

- **Farmers will change the way they are doing things today when one or more of these occur/could occur in their business:**
  - Increase in equipment maintenance costs
  - At risk of paying more taxes
  - Need to increase efficiency/acres covered per hour
  - Increase in equipment downtime
  - See ways to increase yield
  - New technology allows them to increase production

CHANGES IN CUSTOMERS' MARKET IMPACTING APPLICATORS

- **Operating margins are tight in Ag currently, and historically have typically been tight**
- **Farmers are always looking for ways to increase yields, and there has been an increased focus on which application methods provide the most efficient nitrogen utilization**
- **There are many companies making claims based off their own research and yield results – some follow sound agronomic advice and others do not**
  - FAST wants to position itself as a company that provides solutions/products that will benefit the farmer in the long run, and offers application methods that follow sound agronomic practices
  - FAST will use **independent** yield results and university studies that have been proven to be true over many years to back any claims that are made
- **There is going to be more and more political pressure/focus put on farmers to be stewards of the environment and apply nitrogen in a way that helps minimize nitrogen loss/runoff**
  - Currently there are programs such as the Conservation Stewardship Program (CSP), which incentivize farmers to side-dress at least 50% of their total nitrogen
  - In the future there could be potential regulation

ISSUES FARMERS ARE FACING

THAT WOULD CAUSE THEM TO LOOK FOR A FAST APPLICATOR

REASON FOR CHANGE	NEED DEVELOPMENT QUESTIONS	FAST APPLICATOR SOLUTION
Heavy rainfalls in the past have caused nitrogen to leach/not be available for crops, resulting in lost yield	• How do you know you are putting enough nitrogen on when applying in the fall or early spring? • Have you ever seen your corn yellow due to not having enough nitrogen? • Doesn't split application of nitrogen make sense in order to continue to increase yields?	Split-apply nitrogen by applying some pre-plant and some just before ear size is determined at V5-V8, gives more assurance that nitrogen will be available when your corn plant needs it
Nitrogen that was applied by a drop or broadcast method in-season was lost because no rain came soon after applying nitrogen	• Wouldn't you rather protect your nitrogen investment by incorporating it into the ground rather than waiting for rain to bring it into the soil? • Doesn't applying nitrogen in the ground seem like a way to reduce risk on your farm operation?	Applying nitrogen in the ground with a FAST applicator reduces the risk of volatilization and helps ensure that nitrogen will be there when it is needed by your crops

WHAT MOTIVATES A CUSTOMER TO CHANGE?

OTHER ISSUES THAT FARMERS ARE FACING THAT MAY CAUSE THEM TO BE INTERESTED IN A FAST APPLICATOR

- Looking for ways to increase yield
- Looking for ways to reduce nitrogen rates/cost per acre
- Signed up for government program that incentivizes side-dressing
- Current applicator has not been dependable
- Current applicator does not follow ground contours very well – some nitrogen is left on top of the soil
- Upgraded planter size and need a larger applicator in order to stay on planter tracks
- Not able to cover acres on a timely basis during a tight application window

BECOMING A TRUSTED ADVISOR TO YOUR CUSTOMER

SELLING STEPS FOR FAST APPLICATORS

— **Understanding your customer needs**

— **Positioning a FAST applicator as the right solution for your customer**

— **Selling against a competitive product – Why FAST?**

Every farmer goes through similar steps when purchasing an applicator (some will definitely move faster than others). By understanding where they are in the buying process, learning about their needs, and how we can best position our products to fit their needs, we will be seen as a company and dealer group that offers solutions for our customers rather than just trying to sell product = better chance to close, and increased chance for future business.

STEP 1: QUALIFY – Understand where your customer is in their buying process

▶ **What is their motivation to change?**

▶ **Have they looked at competitive products?**

- Yes – Need to address questions and bring up what FAST does differently *(COMPETITIVE SELLING section)* to reframe what they should be looking for in an applicator

▶ **Will anyone else be involved in the final decision?**

- Wife, children, business partner, banker, agronomist
- Can we talk with that person, too?

▶ **How will they pay for the equipment?**

- Outright
- Trade
- Lease/financing?

Ask questions to figure out where they are in the process so we know the hurdles that may need to be addressed

SELLING STEPS FOR FAST APPLICATORS *(continued)*

STEP 2: NEED DEVELOPMENT – Learning about your customer's business and what is important to them

- **Some needs may relate to applicators and some may not – still good to learn about and understand the farmer's operation to find the best solution for them**
- **Bring up discussion topics that relate to selling points for FAST applicators**
  - Refer to the *ISSUES FARMERS ARE FACING THAT WOULD CAUSE THEM TO LOOK FOR NEW APPLICATOR* section for sample questions to ask, which bring up current issues that they are facing, which can be met very well by FAST applicators
  - These are called "issue" or "pain" questions because they refer to challenges a farmer may be experiencing today, motivating them to change
- **Looking for the customer to admit that the items that have been discussed are a pain/issue for them in their farming operation**

STEP 3: PROPOSE/PROVE SOLUTION – Introduce the right FAST applicator to your customer

- **Keep tying the solution that FAST offers back to the initial need/pain that they admitted**
  - For example, *"As we discussed, Mr. Farmer, you are looking for ways to increase your yield and more efficiently utilize your nitrogen in order to increase the profitability of your farm. Therefore, as proven by university studies and Beck's Research, this FAST 24 row applicator will allow you to increase your yield by split-applying nitrogen just before ear size is determined at V5-V8 and protect your nitrogen by injecting it in the ground."*
- **Talk about other customers' experience with FAST products and how it has benefited their operations**
- **If you have a good reference, ask if your customer would like to speak to them – ask your FAST sales rep if you need a good reference from a farmer**
- **Please use FAST applicator literature, specific product videos highlighting product features**

Feel free to include FAST sales rep in selling process

SELLING STEPS FOR FAST APPLICATORS *(continued)*

STEP 4: CLOSE – Gain agreement from your customer to purchase

- **If having issues gaining commitment or if price is an issue**
  - Keep bringing up their needs as discussed previously, their motivation to change, and how FAST is the right solution to fit their needs; their needs will not be met if we do not move forward with this solution
- **If negotiation is necessary after initial quote**
  - Try to position it as a give/get situation
    - Example: *"I will give the $500 discount you are asking for if you purchase a set of variable rate tips"*

STEP 5: AFTER CLOSE – Continue to build relationship for future business

- **Walk through steps from sale to delivery**
- **Establish touch points for follow-up**
- **If satisfied, ask if they can be used as a referral**

REASON TO SIDE-DRESS WITH FAST APPLICATORS

Why split application of nitrogen?

- Helps spread your risk, less risk of nitrogen loss if high rainfall amounts occur very early or prior to the growing season
- Allows you to put on less nitrogen overall – compared to high amounts in the fall, hoping that enough is available when the plants need it
- Put on nitrogen right before high growth stages of corn
- Beck's Hybrids studies show a yield benefit to doing so – show those studies

Why early side-dress (V8 or earlier) vs. late season

- Ear size is determined at V5-V8 – want to have all nitrogen on at that time
- Weather concerns may prohibit late-season nitrogen application – want to make sure you have it on just before high growth stage
- Beck's studies show a benefit to early season side-dress vs. late season side-dress – show those studies

Why put nitrogen in the ground rather than dribble on top?

- If dribbled on top of soil, rain is needed in order to get the nitrogen down to the roots where it is needed – huge risk of nitrogen volatilization/loss if no rain occurs
- If injected in the ground, the nitrogen is secure and moves freely in the soil along with water in the soil – moves to the roots of the corn

Injecting in the ground protects your nitrogen and takes a risk out of your farm. We rely on the weather enough in our farming operation – why would we choose to rely on rain to ensure our nitrogen is secure during side-dress applications?

Refer to Applicator Brochure for more information

BECK'S HYBRIDS STUDIES

The following studies were conducted by Beck's Hybrids as part of their *2015 Beck's Practical Farm Research* book, with a stated mission:

"Our mission is to provide you with the best farmer focused research and advisors to add profitability to the farm."

The results on the following pages show a combination of 2015 results from their research plots as well as historical data, since we all know that one year of data does not always repeat itself but over three to four years the best methods tend to prove themselves out. As you can see on the following pages, they have proven a significant advantage to side-dress with coulter injection from V3-V6 time period. Consistently, we can see that this application method and timing either through split application or 100% early season side-dress (V3-V6) beats out 100% pre-plant nitrogen applications and also in 2015 across all the Beck's testing locations, V3-V6 side-dress with a coulter out-performs late season side-dress applications with high clearance equipment 18 out of 20 times!

BECK'S HYBRIDS STUDIES (continued)

2015 Rainfall in Inches

APR	MAY	JUN	JUL	AUG	TOTAL
3.32	7.20	8.64	4.26	1.42	24.84

NITROGEN TIMING STUDY

IN, CENTRAL IL, SOUTHERN IL, OH

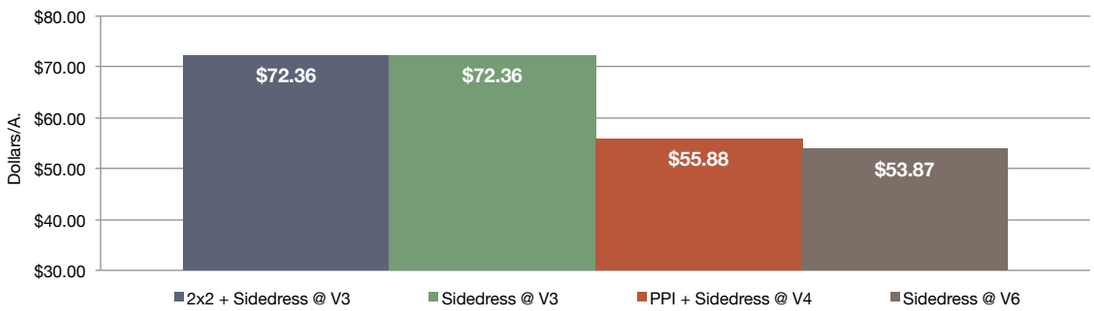
PURPOSE

To evaluate various nitrogen (N) application timings and their affect on N use efficiency, N loss, and yield. Each treatment in this study received a total of 180 lb./A. of N.

SUMMARY

The corn after soybeans N timing study was completed at four of the PFR sites this year. All treatments received 180 lb./A. of N. For 2015, 100 percent of the N applied at the V6 growth stage followed closely by 100 percent of the N applied at the V3 growth stage, provided the highest net returns.

NITROGEN TIMING RETURN ON INVESTMENT OVER PRE-PLANT INCORPORATED
4-YEAR MULTI-LOCATION SUMMARY



2015 DETAILED PLOT DATA

UAN TREATMENTS	BU./A.†	BU./A. DIFFERENCE	NET^ RETURN	RETURN ON INVESTMENT◊
Control: 180 lb. Pre-plant Incorporated	148.8	--	$493.78	--
180 lb. Sidedress @ V6	**194.0**	**+45.2**	**$675.48**	**+$181.70**
180 lb. Sidedress @ V3	190.2	+41.4	$660.20	+$166.43
30 lb. 2x2 + 150 lb. Sidedress @ V3	187.3	+38.5	$648.55	+$154.77
90 lb. Pre-plant Incorporated + 90 lb. Sidedress @ V4	172.6	+23.8	$589.45	+$95.68
AVG.	178.6	+37.2	$613.49	+$149.65

†Bu/A. corrected to 15% moisture. ^Net return is gross income (Bu./A. x $4.02/Bu.) minus treatment cost. ◊Return on investment is Bu./A. difference x $4.02/Bu. minus treatment cost. UAN $0.58/lb. Individual results may vary.

MULTI-LOCATION

BECK'S HYBRIDS STUDIES (continued)

INDIANA

Rainfall in Inches

APR	MAY	JUN	JUL	AUG	TOTAL
3.96	3.76	8.36	3.94	1.68	21.70

NITROGEN TIMING STUDY

PURPOSE

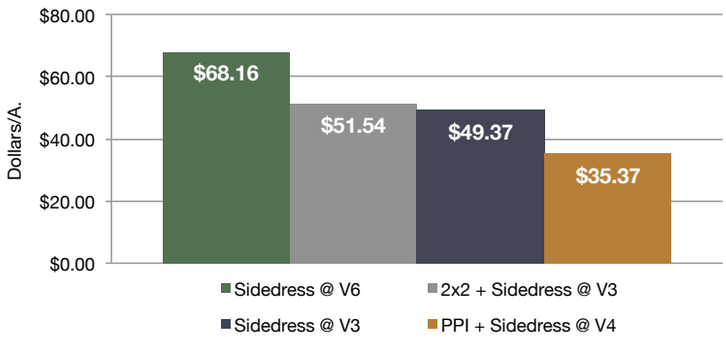
To evaluate various nitrogen (N) application timings and their affects on N use efficiency, N loss, and yield. Each treatment in this study received a total of 180 lb./A. of N.

STUDY INFORMATION

Planted	5/2/2015
Harvested	9/22/2015
Population	34,000 Seeds/A.
Row Width	30 in.
Previous Crop	Double Crop Soybeans
Tillage	Fall Disk-Rip, Spring S-Tine
Herbicides	Pre: 1 qt. Anthem® ATZ Post: 1.67 qt. Lexar®, 1 qt. Roundup PowerMAX®
Insecticides	4.4 lb. Force® 3G, Escalate™
Brand Tested	6175AM™*

NITROGEN TIMING RETURN ON INVESTMENT OVER PRE-PLANT INCORPORATED

5-YEAR SUMMARY



2015 DETAILED PLOT DATA

UAN TREATMENTS	BU./A.†	BU./A. DIFFERENCE	NET^ RETURN	RETURN ON INVESTMENT◊
Control: 180 lb. Pre-plant Incorporated	161.3	--	$544.03	--
180 lb. Sidedress @ V6	**211.5**	**+50.2**	**$745.83**	**+$201.80**
180 lb. Sidedress @ V3	193.2	+31.9	$672.26	+$128.23
30 lb. 2x2 + 150 lb. Sidedress @ V6	192.6	+31.3	$669.85	+$125.82
30 lb. 2x2 + 150 lb. Sidedress @ V3	183.7	+22.4	$634.07	+$90.04
50 lb. 2x2 + 130 lb. Sidedress @ V6	175.6	+14.3	$601.51	+$57.48
120 lb. Pre-plant Incorporated + 60 lb. 360 Y-DROP™ @ V10	174.0	+12.7	$595.08	+$51.05
90 lb. Pre-plant Incorporated + 90 lb. Sidedress @ V4	165.1	+3.8	$559.30	+$15.27
AVG.	182.1	+23.8	$627.74	+$95.67

See product information starting on page 248.

†Bu/A. corrected to 15% moisture. ^Net return is gross income (Bu./A. x $4.02/Bu.) minus treatment cost. ◊Return on investment is Bu./A. difference x $4.02/Bu. minus treatment cost. UAN $0.58/lb. *®XL, Optimum, and AcreMax are registered trademarks of Pioneer. XL® brand seed is distributed by Beck's Superior Hybrids, Inc. Individual results may vary.

RECOMMENDATION

"The long-term N timing study at IN PFR has consistently shown that split applications of N make farmers money year in and year out. However, the wet, saturated soils this spring denitrified much of our nitrate N, which favored the 100% applications at the V3 and V6 growth stages. I still believe that a split application strategy is best, but this study shows that being able to adapt and make later applications can pay off when Mother Nature throws us a curveball like in the spring of 2015."

Brent Minett
Field Agronomist

BECK'S HYBRIDS STUDIES (continued)

SOUTHERN IL

Rainfall in Inches

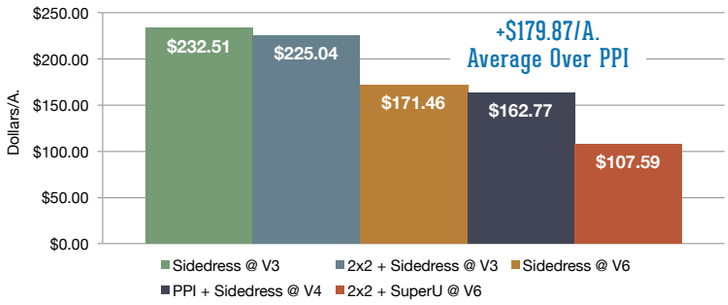
APR	MAY	JUN	JUL	AUG	TOTAL
3.08	4.57	11.19	3.49	2.83	25.16

NITROGEN TIMING STUDY

PURPOSE

To evaluate various nitrogen (N) application timings and their affect on N use efficiency, N loss, and yield. Each treatment in this study received a total of 180 lb./A. of N.

NITROGEN TIMING ROI OVER PRE-PLANT INCORPORATED (PPI)
3-YEAR SUMMARY



STUDY INFORMATION

Planted	5/24/2015
Harvested	10/7/2015
Population	33,674 Seeds/A.
Row Width	30 in.
Previous Crop	Soybeans
Tillage	Fall No-Till, Spring Vertical-Till
Herbicides	Burndown: 1 qt. Roundup PowerMAX®, 1 oz. Sharpen® Pre: 1 qt. Anthem® ATZ Post: 1 qt. Roundup PowerMAX
Insecticides	4.4 lb. Force® 3G, Escalate™
Brand Tested	6175AM™*

RECOMMENDATION

"Historically, for the farmers I work with, I would recommend applying about 50 percent of their N up front and the other half at sidedress. Most of our PFR plots have demonstrated that a split application shows the highest return on investment. Most likely, the majority of N applied at or before planting was lost due to the heavy rains that we received. The yield from the control in this plot would reflect that. Waiting for 100 percent of the N to be applied after some of those rainfall events proved to be the best approach this year. Remember, make decisions off of long-term data and not simply one year."

Sean Nettleton
Field Agronomist

2015 DETAILED PLOT DATA

UAN TREATMENTS	BU./A.†	BU./A. DIFFERENCE	NET^ RETURN	RETURN ON INVESTMENT◊
Control: 180 lb. Pre-plant Incorporated	70.5	--	$179.01	--
180 lb. Sidedress @ V3	157.7	+87.2	$529.55	+$350.54
75 lb. Sidedress @ V3 + 105 lb. 360 Y-DROP™ @ V10	153.6	+83.1	$513.07	+$334.06
180 lb. Sidedress @ V6	151.6	+81.1	$505.03	+$326.02
30 lb. 2x2 + 150 lb. Sidedress @ V3	149.7	+79.2	$497.39	+$318.38
120 lb. Pre-plant Incorporated + 60 lb. 360 Y-DROP @ V10	118.4	+47.9	$371.57	+$192.56
30 lb. 2x2 + 150 lb. 360 Y-DROP @ V10	118.1	+47.6	$370.36	+$191.35
90 lb. Pre-plant Incorporated + 90 lb. Sidedress @ V4	116.4	+45.9	$363.53	+$184.52
30 lb. 2x2 + 150 lb. SuperU™ @ V6	108.3	+37.8	$312.97	+$133.96
AVG.	127.1	+63.7	$404.72	+$253.92

See product information starting on page 248.

†Bu/A. corrected to 15% moisture. ^Net return is gross income (Bu./A. x $4.02/Bu.) minus treatment cost. ◊Return on investment is Bu./A. difference x $4.02/Bu. minus treatment cost. SuperU $0.70/lb. UAN $0.58/lb. *®XL, Optimum, and AcreMax are registered trademarks of Pioneer. XL® brand seed is distributed by Beck's Superior Hybrids, Inc. Individual results may vary.

BECK'S HYBRIDS STUDIES (continued)

Rainfall in Inches

APR	MAY	JUN	JUL	AUG	TOTAL
3.98	2.50	10.35	5.40	1.80	24.03

NITROGEN TIMING STUDY

PURPOSE

To evaluate various nitrogen (N) application timings and their affect on N use efficiency, N loss, and yield. Each treatment in this study received a total of 180 lb./A. of N.

RECOMMENDATION

"The data from this year's timing study deviated from the norm. Multi-year N timing data suggests that split applications yield the greatest returns. This spring much of the N applied early was lost to leaching and denitrification. Therefore, the entries with the most lb./A. of N applied as late as possible resulted in the greatest yields and returns. Looking at long-term data in decision making is still recommended for planning purposes and being willing to adapt to meet the needs of the crop in season is critical."

Alex Johnson
Field Agronomist

STUDY INFORMATION

Planted	5/2/2015
Harvested	10/1/2015
Population	32,271 Seeds/A.
Row Width	30 in.
Previous Crop	Soybeans
Tillage	Fall No-Till, Spring Vertical-Till/Field Cultivation
Herbicides	Post: 3 qt. Lexar®, 1 qt. Roundup PowerMAX®
Insecticides	Escalate™
Brand Tested	6175AM™*

2015 DETAILED PLOT DATA

UAN TREATMENTS	BU./A.†	BU./A. DIFFERENCE	NET^ RETURN	RETURN ON INVESTMENT◊
Control: 180 lb. Pre-plant Incorporated	149.8	--	$497.80	--
180 lb. Sidedress @ V6	**191.7**	**+41.9**	**$666.23**	**+$168.43**
180 lb. Sidedress @ V3	191.4	+41.6	$665.03	+$167.23
30 lb. 2x2 + 150 lb. Sidedress @ V3	187.7	+37.9	$650.15	+$152.35
90 lb. Pre-plant Incorporated + 90 lb. Sidedress @ V4	187.4	+37.6	$648.95	+$151.15
30 lb. 2x2 +150 lb. Sidedress @ V6	178.8	+29.0	$614.38	+$116.58
60 lb. 2x2 +120 lb. Sidedress @ V6	177.8	+28.0	$610.36	+$112.56
180 lb. Anhydrous Ammonia Pre-plant Incorporated	170.9	+21.1	$606.02	+$108.22
120 lb. Pre-plant Incorporated + 60 lb. 360 Y-DROP™ @ V14	166.1	+16.3	$563.32	+$65.52
AVG.	178.0	+31.7	$613.58	+$130.26

See product information starting on page 248.

†Bu/A. corrected to 15% moisture. ^Net return is gross income (Bu./A. x $4.02/Bu.) minus treatment cost. ◊Return on investment is Bu./A. difference x $4.02/Bu. minus treatment cost. Anhydrous Ammonia $0.45/lb. UAN $0.58/lb. *®XL, Optimum, and AcreMax are registered trademarks of Pioneer. XL® brand seed is distributed by Beck's Superior Hybrids, Inc. Individual results may vary.

OHIO

CUSTOMER SITUATIONS – NOT CURRENTLY SIDE-DRESSING

This section can be used to engage in a conversation with a farmer about the benefits of side-dressing with a FAST applicator compared to other nitrogen applications throughout the year

CUSTOMER APPLIES MAJORITY OF NITROGEN WITH FALL ANHYDROUS

- **How do you know you are applying enough nitrogen in the fall to ensure your crops will have enough nitrogen when it is needed next spring?**
  - Do you know how much rainfall you will get from October to June?
- **Do you think you lose very much nitrogen from the fall to the spring/summer?**
- **Don't you believe there is a lot of unnecessary risk associated with this plan?**

100% PRE-PLANT NITROGEN AND/OR STARTER FERTILIZER

- **What happens if you get heavy rains shortly after planting and you don't have enough nitrogen for your crop needs?**
- **Don't you think it would make sense to hold off on applying some nitrogen until just before ear size is determined and, therefore, help ensure that the nitrogen is there when it is needed?**
- **Point to the Beck's yield results showing a consistent advantage to split- and side-dress application vs. applying all your nitrogen before planting**
  - Beck's shows an average increase in profit of $63.62 per acre for split-application/side-dress vs. 100% pre-plant nitrogen

CUSTOMER SITUATIONS – NOT CURRENTLY SIDE-DRESSING (continued)

CUSTOMER USING DROP/DRIBBLE METHOD OF APPLYING NITROGEN IN-SEASON

- **What happens if you do not get rain within a couple days of application? A lot of that nitrogen will be lost**
  - Can you afford to take that risk?
  - Shouldn't we be looking for ways to reduce risk rather than adding risk to your operation?
  - If they point to dew taking it in
    - — Do you think that dew makes it all the way down into the soil?
    - — Do you have dew every morning?
    - — Have you ever seen an independent study or university study that shows this is a good/feasible idea?
- **Ear size is determined at V5-V8, doesn't it make sense to have all your nitrogen needs at that time?**
- **If they point to getting nitrogen closer to the base of the plant**
  - Nitrogen moves freely along with water once it is in the ground
  - With the Y-drop, you first need rain to take it down to the roots (huge risk)
  - A coulter application ensures that the nitrogen is more secure and will move along with the water in the ground to the roots
- **Point to the Beck's studies, which show consistently that applying nitrogen from V3-V6 out-yields late side-dress applications; this is an independent study across multiple locations – it is not data that was found by the company trying to sell the products, which is the case with Y-drops.**
- **There are multiple independent studies and university studies that show a benefit to V3-V6 coulter side-dress application year over year; the data supporting Y-drops all comes from the company trying to sell them**

FAST VS. OTHER NITROGEN APPLICATION METHODS SUMMARY STATEMENT

BASED ON THE INFORMATION DISCUSSED IN THE PREVIOUS PAGES, THE SUMMARY STATEMENT BELOW TIES EVERYTHING TOGETHER AND SHOWS THAT FAST WILL BEST FIT THEIR NEEDS

> ***"Given all this information and the fact that nitrogen is a huge input cost on your farm, and also a huge factor in determining yield, don't you think it makes sense to apply your nitrogen in the ground so that it is protected, and also apply a portion of your nitrogen just before ear size is determined at V5-V8 in order to get the most out of your nitrogen investment and also increase your yields?***
>
> ***"Would you like to learn more about the FAST applicator?"***

Introduce with marketing materials and specific selling/differentiation points

POSITIONING THE FAST APPLICATOR AGAINST COMPETITION

PROVING THAT FAST IS THE RIGHT SOLUTION VS. COMPETITION

— Positioning the FAST applicator as the right solution

— Competitive assessment

WHAT DIFFERENTIATES FAST APPLICATORS

DIFFERENTIATORS – FEATURES WITHIN FAST APPLICATORS THAT ARE UNIQUE AND HAVE A HIGH VALUE TO A FARMER

▶ Industry Leading Toolbar Flex
Studies show there is an advantage to getting your fertilizer in the ground. Therefore, we have focused on maximizing your toolbar flex to ensure that your fertilizer investment is placed in the ground at a consistent depth through all types of terrain and soil conditions.

▶ Active Hydraulic Downforce
To further ensure that your coulters stay in the ground at a consistent depth, FAST makes hydraulic downforce standard on all of its toolbars to effectively perform in all types of soil conditions.

▶ Hydraulic Wing Kick
FAST's hydraulic wing kick tilts the outer toolbars up when turning on the headlands to help ensure that the coulters don't dip into and damage your crops. This is a more dependable system than many of FAST's competitors and helps widen your application window.

▶ Quality/Durability, Holds Resale Value
Built to last with heavy hinge areas, cast pieces used throughout, and added laminate plates that hold up in the long run. Uses automated Powdercoat paint line and Magni coated hardware (1000-hour salt spray) to keep the applicator looking good years down the road. As a result, this keeps the farmer running out in the field, and ensures a better resale value when it is time to trade.

▶ FAST Stealth Style Tank Design
Provides for a low center of gravity and deep sump for excellent product cleanout, allows FAST to have the short coupled design, and also gives wheel spacing flexibility from 62"–132"+.

▶ FAST Coulter Design
Designed to have increased durability and also provides a more stable coulter ride compared to other coulters on the market. The 2" shank design allows our coulter to excel in a variety of different soil conditions, and requires more downforce than competitive coulters before it starts to deflect back, meaning more consistent fertilizer placement, and helps to ensure fertilizer is placed in the ground.

▶ Flexible Row Spacing Options
No two farming operations are perfectly alike. FAST prides itself on being flexible and offering solutions that will fit your needs. We have designed our equipment for a multitude of different row spacing options to fit with many different types of crops and grower applications.

CUSTOMER OWNS/LOOKING AT BLU-JET APPLICATOR

COMPETITIVE SELLING SITUATIONS

QUESTIONS	IMPLICATIONS	FAST APPLICATOR FEATURE
1. What are your thoughts on FAST's patented tank design vs. Blu-Jet's cone-style tank design?	• FAST's Stealth style tank has a much lower center of gravity – more stable • FAST's tank design provides better visibility from the cab • FAST's design has more flexibility with axle/wheel spacing, especially with duals	FAST uses a patented "Stealth" style tank design, which features a low center of gravity, deep sump, and allows for axle spacing all the way down to 62", so FAST can offer 62"/120" spacing for duals
2. Have you noticed how Blu-Jet uses a "rocker" toolbar lift design?	• Blu-Jet's toolbar lift design moves the bar up and down at an angle rather than straight up and down like FAST's parallel link design • FAST has more crop clearance • FAST's system will give a more consistent angle for the coulter (more consistent fertilizer placement)	FAST utilizes a parallel link toolbar lift design and also provides superior crop clearance
3. Have you seen the FAST coulter design?	• FAST coulter provides more durability and also requires more downforce before the coulter starts to deflect back – providing a more consistent coulter ride throughout the field and more consistent fertilizer placement	FAST offers its own FAST coulter design with a 2" shank. The coulter mounts to the bottom of the toolbar to provide less leverage on the coulter going through the field.
4. Have you noticed the difference from the check valve to the nozzle on a Blu-Jet?	• Blu-Jet has about 3 feet from the check valve to the nozzle • Provides more dripping of nitrogen when lifting up and turning on headlands, as well as folding up for transport, which can drip nitrogen on rate controller or valves	FAST's distance from the check valve to the nozzle is much less – less dripping of nitrogen
5. Are you interested in tank agitation?	• Blu-Jet does not offer it • Nice to have when mixing AMS, micro-nutrients, etc.	FAST offers tank agitation

continued

CUSTOMER OWNS/LOOKING AT BLU-JET APPLICATOR (continued)

COMPETITIVE SELLING SITUATIONS

FEATURE	FAST	BLU-JET
Paint	Automated powder coat paint	Liquid – not as durable
Hydraulic down pressure on toolbar	Standard – helps keep coulters in the ground at a consistent depth	Optional
Max tank size	2400	2000
Jack	Heavy-duty two-speed jack	Top-wind, lighter duty
Duals	Yes – 62"/120", 88"/132" spacing and more	Not offered with narrow inner dual spacing – wide transport width, doesn't match tractor duals – more crop damage
Color options	Black/yellow or red/white/silver – match your tractor	Blue/white

CUSTOMER OWNS/LOOKING AT AG SPRAY/SCHABEN APPLICATOR

COMPETITIVE SELLING SITUATIONS

QUESTIONS	IMPLICATIONS	FAST APPLICATOR FEATURE
1. Have you seen the FAST coulter design?	• FAST coulter provides more durability and also requires more downforce before the coulter starts to deflect back – providing a more consistent coulter ride throughout the field and more consistent fertilizer placement	FAST offers its own FAST coulter design with a 2" shank. The coulter mounts to the bottom of the toolbar to provide less leverage on the coulter going through the field.
2. Have you seen the differences in the hinge designs of the two applicators?	• Ag Spray uses all weldments and does not have as many added support pieces – will not be as durable in the long run/lower resale value	FAST uses multiple cast pieces in hinge areas, as well as cast parallel link lift arms on 60' applicators to provide long-term durability and superior resale value
3. Have you noticed the difference in the neck design of the two applicators?	• Ag Spray is not as heavily built – long-term durability and resale value	FAST uses larger laminate plates to tie the tube steel together on all applicators and a 10"x10" tube on the applicator neck
4. Are you interested in applying higher rates and our 2400 gallon tank?	• Ag Spray only offers a 1950 gallon tank	FAST offers a 2400 gallon tank to allow you to cover more acres per day with fewer fills while still offering flexible dual and track options for flotation

CUSTOMER OWNS/LOOKING AT CASE-IH APPLICATOR

COMPETITIVE SELLING SITUATIONS

QUESTIONS	IMPLICATIONS	FAST APPLICATOR FEATURE
1. What are your thoughts on FAST's patented tank design vs. Case's standard tank design?	• FAST's Stealth style tank has a much lower center of gravity – more stable • FAST's tank design provides better visibility from the cab • FAST's design has more flexibility with axle/wheel spacing, especially with duals • If customer goes with duals with Case-IH, they will be wide in transport (120"/180") and likely will not follow tractor tires – more crop damage	FAST uses a patented "Stealth" style tank design that features a low center of gravity, deep sump, and allows for axle spacing all the way down to 62", so FAST can offer 62"/120" spacing for duals
2. Have you seen the FAST coulter design?	• FAST coulter provides more durability and also requires more downforce before the coulter starts to deflect back – providing a more consistent coulter ride throughout the field and more consistent fertilizer placement	FAST offers its own FAST coulter design with a 2" shank. The coulter mounts to the bottom of the toolbar to provide less leverage on the coulter going through the field
3. Have you seen the differences in the hinge designs of the two applicators?	• Case-IH uses weldments and does not have as many added support pieces – will not be as durable in the long run/ lower resale value	FAST uses multiple cast pieces in hinge areas, as well as cast parallel link lift arms on 60' applicators to provide long-term durability
4. Have you noticed the difference in the neck design of the two applicators?	• Case-IH is not as heavily built – long-term durability and resale value	FAST uses larger laminate plates to tie the tube steel together on all applicators and a 10"x10" tube on the applicator neck
5. Have you noticed how Case-IH utilizes a "rocker" toolbar lift design?	• Case-IH toolbar lift design moves the bar up and down at an angle rather than straight up and down like FAST's parallel link design • FAST has more crop clearance • FAST's system will give a more consistent angle for the coulter (more consistent fertilizer placement)	FAST utilizes a parallel link toolbar lift design and also provides superior crop clearance
6. Are you interested in applying higher rates and our 2400 gallon tank?	• Case-IH only offers a 2050 gallon tank, and if you go with duals, the applicator will be extremely wide, such as 120" (inner)/180" (outer) dual spacing	FAST offers a 2400 gallon tank to allow you to cover more acres per day with fewer fills while still offering flexible dual and track options for flotation

CUSTOMER OWNS/LOOKING AT FARM KING APPLICATOR

COMPETITIVE SELLING SITUATIONS

QUESTIONS	IMPLICATIONS	FAST APPLICATOR FEATURE
1. Have you seen the FAST coulter design?	• FAST coulter provides more durability and also requires more downforce before the coulter starts to deflect back – providing a more consistent coulter ride throughout the field and more consistent fertilizer placement	FAST offers its own FAST coulter design with a 2" shank. The coulter mounts to the bottom of the toolbar to provide less leverage on the coulter going through the field
2. Have you seen the differences in the hinge designs of the two applicators?	• Farm King uses weldments and does not have as many added support pieces – will not be as durable in the long run/lower resale value	FAST's utilizes multiple cast pieces in hinge areas as well as cast parallel link lift arms on 60' applicators to provide long-term durability and resale value
3. Have you noticed the wider stance that FAST has on the toolbar lift arms compared to Farm King?	• Farm King has a narrower distance between the lift arms for the toolbar • Not as stable toolbar ride going through field • Toolbar will "rock" back and forth when lifting up on headlands	FAST's wide stance parallel link on all applicators provides for a stable toolbar ride going through the field and when lifting on headlands

continued

CUSTOMER OWNS/LOOKING AT FARM KING APPLICATOR (continued)

COMPETITIVE SELLING SITUATIONS

▶ 30'/40' applicators

- Have you seen FAST's patented "Stealth" tank design?
  - — FAST's tank has a deep sump to ensure better fertilizer cleanout
  - — FAST's design allows us to have a much shorter trailer design, which will track better on hills and headlands – less crop damage = more yield
  - — FAST's tank allows for more axle flexibility – making sure you are able to have the same axle spacing on your applicator as you have on your tractor

▶ 60' model

- The big item that they push with the applicator is how they lift it up so high while turning on headlands; however, consider the following items:
  - More crop clearance? – Take a look at the trailer neck frame – it is extremely low, which will be the first thing that limits your crop clearance and application window
  - Long term durability? – They have a lot of unnecessary movement when they lift, which adds a lot more wear points – it would seem that the long-term durability of that design would not be as strong as FAST's design, which has been on the market much longer
  - Weight – The large steel structure needed for turning makes make this unit roughly 3000 more lbs. than the FAST 8218 when empty – more compaction
  - Toolbar flex – FAST 8200 has more toolbar flex, 8 degrees down, 15 degrees up vs. 6 degrees down and an unadvertised amount up on the Farm King – this helps ensure that more of your nitrogen will be protected by getting it in the ground

SPECIFICATIONS: FAST VS. COMPETITION

30'/40' APPLICATORS

Model	FAST 8000N Vertical Fold	FAST 8300 Vertical Fold	Blu-Jet AT 4010	Ag Spray LA 7000	Case-IH 2800	Ag Systems (6400)
Transport Height	**12'8" (15 coulters)**	**14'6"**	12'	13'3"	13'	NA
Working Transport Width	**15'0"**	**16'6"**	16'8"	16'9"	12'6"	NA
Hitch Pin-to-Axle Length	**12'0"**	**13'1" (1050 & 1350 gal) 15'9" (1800 & 2400 gal)**	NA	11'7"	NA	NA
Tank Size(s) (gallons)	**1050, 1350**	**1050, 1350, 1800, 2400**	1400	1350	850, 1000, 1300	1300
Tank Design	**Patented Stealth Style**	**Patented Stealth Style**	Standard Cone Bottom	Unique Design	Standard Elliptical	Standard Elliptical
Toolbar Size(s)	**30', 40'**	**30', 40', 44'**	30', 40', 44'	30', 40'	30', 40'	30', 40'
Toolbar Lift	**Parallel Link**	**Parallel Link**	"Rocker" design	Parallel Link	"Rocker" design	NA
Standard Tires	**13.6x38" (1050 gal) 320/90R46" (1350 gal)**	**380/90R46"**	320/90R46	320/90R46	420/80R46	380/90R46
Toolbar Tube Size	**7"x7" single bar**	**7"x7" single bar**	7"x7" single bar	7"x7" single bar	4"x8" single and 4"x6" double	7"x7-1/2" single bar
Hydraulic Down Pressure	**Yes**	**Yes**	Optional	Yes	Yes	No/Optional
Hydraulic WingKick	**Yes**	**Yes**	No - Gull Wing Push Design	Yes	Electric	No
Adjustable Axle/ Dual Wheel Capability	**Yes, down to 62" with inner Dual**	**Yes, down to 62" with inner Dual**	Cannot go under 120"	Yes, down to 62" with inner Dual	Cannot go under 120"	Cannot go under 120"
Coulter Shank Size	**2"**	**2"**	1-1/2"	1-1/2"	1-1/2"	NA
Crop Clearance Under Coulters w/ Toolbar Raised	**20"**	**21.5"**	NA	15"	NA	NA

continued

SPECIFICATIONS: FAST VS. COMPETITION

60' APPLICATORS

Model	FAST 8100 Vertical Fold	FAST 8200 Side Fold	Blu-Jet AT 4020	Ag Spray LA9300	Case-IH 920
Transport Height	16'1"	10'2"	NA	12'4"	13'4"
Working Transport Width	20'5"	20'6"	NA	16'	16'8"
Hitch Pin-to-Axle Length	15'9"	15'9"	NA	14'7"	NA
Tank Size(s) (gallons)	1800	1800, 2400	1500, 2000	1650, 1900	1650, 2050
Tank Design	Patented Stealth Style	Patented Stealth Style	Standard Cone Bottom	Unique Design	Standard Elliptical
Toolbar Size(s)	60'	60', 66'	60', 66'	60'	60'
Toolbar Lift	Parallel Link	Parallel Link	“Rocker” design	Parallel Link	“Rocker” design
Standard Tires	380/90R46"	380/90R46" (1800 gal), 480/80R50" (2400 gal)	380/90R46"	380/90R46"	420/80R46
Toolbar Tube Size	5"x7" double bar, single on outer wings	5"x7" double bar, single on outer wings	7"x7" double bar	4"x6" double bar	NA
Hydraulic Down Pressure	Yes	Yes	Optional	Yes	Yes
Hydraulic WingKick	Yes	Yes	No - Gull Wing Push Design	Yes	Electric
Adjustable Axle/ Dual Wheel Capability	Yes, down to 62" with inner Dual	Yes, down to 62" with inner Dual	Cannot go under 120"	Yes, down to 62" with inner Dual	Cannot go under 120"
Coulter Shank Size	2"	2"	1-1/2"	1-1/2"	1-1/2"
Crop Clearance Under Coulters w/ Toolbar Raised	28"	29"	NA	28"	NA