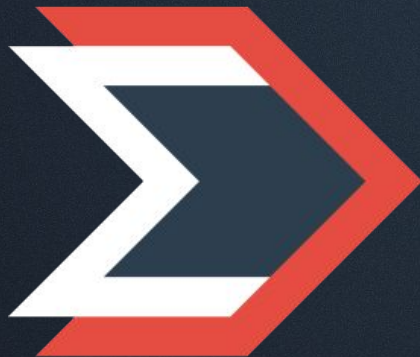


AgVend

Partner Summit '25



Beyond the Blocking & Tackling

Discovering technology's new role
as your competitive advantage

AgVend
Partner Summit '25

Beyond the Blocking & Tackling

Discovering technology's new role
as your competitive advantage



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HD





March 10th, 2025

Welcome Reception & Opening Remarks

Alexander Reichert

CEO and Co-Founder

AgVend



Key Highlights

- **Shared Mission:** Build the **digital infrastructure** for the **physical ag supply chain**, in deep partnership with retailers and ecosystem players.
- **Network Growth:**
 - 74 partner retailers
 - 150K+ users
 - Representing 30% of North American ag retail market
- **From Basics to Strategic Advantage:**
 - Digitizing paperwork is just the beginning
 - Focus shifting to **insight, agility, and market leadership**
- **Strategic Investments:**
 - Committed to tech innovation (**Goose, Nexus, and more**)
 - Scaling team with top talent
 - Operating with **financial discipline** for long-term impact
- **Our Call to Action:**
 - Continue transforming tech into a **competitive advantage**
 - Run the Damn Ball—stay focused, impactful, and future-ready





2025 Partner Awards

Lena Head

Director of Partnership Management

AgVend

2025 Partner Awards

Celebrating Excellence

How AgVend Partners are
raising the bar



Reducing Cost



Enhancing Operational Efficiencies

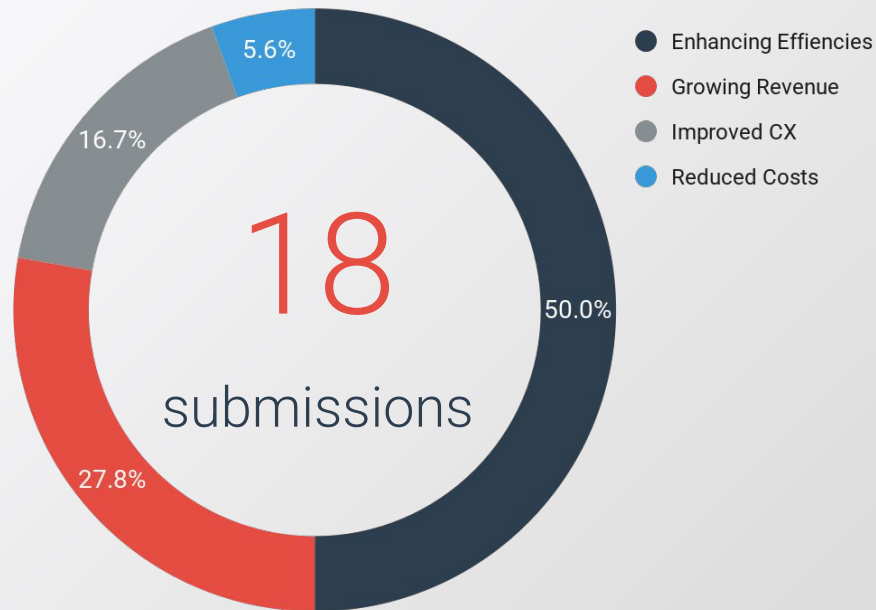


Growing Revenue



Improving Customer Experience

Competition Was Stiff





Reducing Costs

Goal: **Reduce time
and cost** fielding
delivery request calls

Transforming Fuel Delivery Requests



Trained the team to use ML Connect and promote it to customers.



Educated customers via emails and text messages on the convenience of the digital platform.

Mercer Landmark Unlocks Time Savings and Team Efficiencies

“Our phones aren’t ringing as much as they used to because of the app. So now by operating with a leaner team, our staff is able to stay productive, do additional tasks and in the end, they’re happier because of it.”

Joe Hart, EVP of Energy

5 days



Saved during the first winter season

\$100K

Reinvested into the business





Enhancing Operational Efficiencies

Goal: Enable sales teams to **make faster decisions** in the field.

Empowering Sales Teams & Streamlining Processes



Set targets for quotes, goals, and customer interactions



Standardized quoting process through MFA Connect



Tagged and tracked opportunity customers to identify actionable growth areas.





\$317K

Annual time savings

Saving **19 Workdays** per employee.
Every Year.

“By integrating AgVend with our ERP, we’re saving 151 hours per employee annually, translating to a \$317,100 reduction in operational costs each year. With greater efficiency, we’re reducing errors and cutting costs, driving better results across our business.”

Jason Worthington, Senior Director of Sales and Agronomy, MFA





Growing Revenue

Goal: **Increase revenue**
by monitoring fertilizer
positions during
contracting periods.



Boosting Profits with Smart Positioning

Require 100% of fall agronomy contracts entered daily into the Ag Partners Portal.



Adjust go-to-market pricing promptly based on market fluctuations.



A person wearing a red, white, and blue plaid shirt is standing in a field, looking down at a smartphone held in their hands. The background is a blurred field of crops under a soft, overcast sky.

Real-time position monitoring
that protects your margins.

\$336K

Total Margin Gained





Improving Customer Experience

Goal: **Enhance grower experience** and **increase wallet share** through cross-divisional selling.



Capturing New Business

Used client notes to support team discussions, track activity, and enable targeted cross-functional offers.

Focused on key product categories

Created tailored, timely marketing campaigns (custom banners, emails, and texts).

Boosting Sales Impact with Smarter, Targeted Marketing

82

New customers purchased
in new categories

576K

Bushels delivered from 25
new customers

\$810K

Additional revenue from
tailored digital marketing



Raise a glass

Cheers to driving the future of
Ag Retail.



Keynote: Digital Transformation & Your Competitive Advantage

Alexander Reichert

Co-Founder & CEO

AgVend

Andrew Jacob

COO

CoBank



Key Highlights

- **Agile Overhaul:** Shifted from Waterfall to **Scaled Agile 6.0**, using delivery pods for faster, iterative development (value delivered every 2 weeks).
- **Cloud Migration:** Phased transition to full **cloud infrastructure by 2027**, avoiding lift-and-shift; building scalable, compliant architecture.
- **AI Integration:** Leveraging AI for document processing, email triage, and credit analysis (reduced from weeks to hours).
- **Automation & Standardization:** Focus on repeatable, out-of-the-box solutions to boost efficiency and cut costs.
- **Talent Strategy:** Emphasis on U.S.-based talent in major tech hubs; limited offshore for commodity tasks, focus on allowing a space for innovation and creativity.
- **Emotional Impact on Leadership:** Focus on managing the emotional well-being of both leaders and team members during difficult transformative changes.
- **Enhance Communication Strategies:** Implement robust internal communication channels to keep all teams informed and engaged.
- **Challenges:** High turnover, emotional strain of transformation, underestimated communication needs.
- **Next Focus:**
 - Regularly review and adjust the IT budget to sustain 11–12% allocation of earnings on IT
 - Deepen AI capabilities: invest in automation to enhance productivity and customer service
 - Improve communication and change management through regular progression and key stakeholder loops





The Growth Equation: Balancing Profit, Technology, and Innovation

Betsy Horton

CFO

Compeer Financial



Key Highlights



- **Core Message:**
You have to **earn the right** to innovate and invest.
Innovation should be strategic, not reactive.
- **Customer Experience Gap:**
→ 79% of customers expect **consistent experiences**, but many feel like they're dealing with disconnected departments.
→ Over half report needing to **repeat information** to multiple reps.
→ **Takeaway:** Break down silos—customers want a **connected journey**.
- **Three Keys to Balance Growth & Innovation:**
 1. **Earn the Right** – Build operational discipline and performance before investing in transformation.
 2. **Strategic Innovation** – Align innovation efforts with your **long-term strategy**.
 3. **Be Creative** – Think outside the box to differentiate in service, product, and delivery.
- **Vision:** Enable meaningful innovation through **intentional investment**, cross-functional alignment, and **customer-centric transformation**.



Mergers: Bringing Together Teams and Technology

Rodney Graham

CFO

Keystone Cooperative

Jeff Griffeth

Asst. VP of Tech

Keystone Cooperative

Amy Kinsler

CXO

Keystone Cooperative

Garrett Buschjost

Sr. Partnership Manager

AgVend

Key Highlights

- **Strategic Merger:** Combined Ceres, Co-Alliance, & Endeavor JV into a \$3B+ cooperative, leveraging joint venture success for expanded scale and innovation.
- **Execution Timeline:** Due diligence (Fall), member approval (Jan), merger effective (Mar 1), systems live (Sept), 1-year milestone celebrated.
- **Customer Transition:** 40K+ portal users migrated; 36K+ active on Keystone Connect. Emphasis on seamless login, banking, and communication via Connect.
- **Systems & IT:** Unified ERP (AgVance), major data migration, Microsoft tenant consolidation underway.
- **Brand & Culture:** Full rebrand launched Mar 1 (50K+ branded items); mission/vision/culture aligned in first month.
- **Financials:** On-budget execution; operations and targets met post-merger.
- **Key Lessons:** Early decision-making is crucial; challenges included employee fatigue and need for better data governance.
- **Next Focus:** Drive digital adoption, go paperless, strengthen data/analytics, and support teams to avoid burnout.





Interoperability in Action: Connecting the Digital Ag Value Chain

Dr. Jeremy Williams

Head of Climate, LLC

Bayer



Key Highlights

- **Interoperability Focus:** Reducing data friction through partnerships (e.g., Microsoft, Admin) to boost insight and productivity.
- **Global Challenges:** Growing population (+30% by 2050), shifting diets, labor shortages, and demand for sustainable practices.
- **AI in Ag:** AI tools free up sales teams, enhance recommendations, and improve operational efficiency.
- **Data Transparency:** Respect for farmer-owned data, clear use policies, and value-driven sharing build long-term trust.
- **Digital Engagement:** Inspired by automotive models (e.g., Ford), agriculture aims for continuous, tech-enabled customer connection.
- **Next Focus:**
 - Scale AI tools to support sales teams and provide insights
 - Strengthen data partnerships
 - Lead industry data standards - maintain clear and transparent data usage policies to build farmer trust
 - Create digital platforms for continuous interaction with customers





Shaping the Future of the Ag Retail Employee; Enhancing Your Blockers & Tacklers

Group Breakouts

Key Insights

- **Service + Tech = Efficiency:** Tech should *enhance*, not replace, service to growers. Simplicity and ease-of-use drive adoption.
- **AI in Action:** High-impact areas include marketing, grain offers, internal comms, and customer data analysis. Tools like ChatGPT and Copilot are game changers.
- **Recruitment Shift:** VR trade show tools, work-study programs, scholarships, Co-op University, and social media storytelling are drawing new talent.
- **Retention Tactics:** Bonus structures, development programs, mentorship, and internal leadership training help retain talent and build culture.
- **Frozen Middle:** Mid-level resistance is real. Overcome it with clear "why" messaging, peer-led training, smaller group implementation, and leadership consistency.
- **Cross-Functional Clarity:** Strategic roles thrive with centralized tools (e.g., SharePoint, shared calendars), CRM notes, and clear sales processes.



Actionable Takeaways

Elevate Recruitment

- Invest in early pipeline strategies (FFA, tech colleges, high schools)
- Use immersive tools (e.g., VR, TikTok, Snap) to showcase modern ag careers

Prioritize Talent Over Headcount

- Build "Co-op University" programs
- Shift from hiring for experience to aptitude + attitude
- Develop leaders through external programs (e.g., Land O'Lakes leadership)

Drive Tech Adoption

- Reverse mentoring: Younger employees train senior peers
- Break change into phases with clear ROI, incentives, and real examples
- Use CRM & shared platforms to boost visibility, reduce information hoarding

Embrace AI for Productivity

- Start with marketing & admin: newsletters, notes, proposals
- Encourage role-specific prompt libraries to accelerate usage

Connect Tech + Training

- Tech investment must come *with* people investment
- Customize training by comfort level & role
- Use dummy data, simplify UI/UX, and create shared accountability

"Technology is only as powerful as the people who use it. Empower your blockers and tacklers to make it stick—and deliver results."

Next Steps for Leaders:

- Audit current tech adoption barriers
- Establish peer-led implementation teams
- Align recruitment, retention, and digital strategies with long-term vision





AgVend Product Roadmap

Eli Rosenberg

Co-Founder & CPO

AgVend

Pat Sullivan

GM of Nexus

AgVend



Key Product Roadmap Themes

Digital Transformation is Here:

- Sophisticated farm operations & younger farm managers demand personalized, digital experiences
- Ag retailers face growing complexity through consolidation—requiring unified tech systems
- Labor shortages and demographic shifts increase pressure to do more with less

Product roadmap questions?
Connect with your AgVend
Partnership Manager.

2025 Platform Innovation Highlights

- **Goose AI Copilot**
 - Boost productivity with real-time answers, automation & AI insights
- **Goose Insights**
 - Identify upsell/cross-sell opportunities, predict attrition, prioritize high-impact actions
- **Secure Forms Builder**
 - Streamlined eSignature and document workflows
- **Loyalty & Rewards + Program Management**
 - Maximize retention and rebate optimization

AgVend

NEXUS

- **Nexus Procure** – Centralized supplier view
- **Nexus Market** – Boost new product sales through marketing, track ROI
- **Nexus Connect** – Secure data-sharing with 3rd parties
- **Nexus Finance** – Embed financing at POS, minimize admin load





Summaries of the breakout sessions will be shared in the coming weeks. Session recordings are currently being processed. Stay tuned for updates and additional resources.



Tips & Tricks for Driving Adoption

Brian Madigan
VP of Agronomy
Country Visions
Cooperative

Bryce Roberts
Grain Originator
Ag Valley Co-op

Taylor Buck
Analytics & Grower
Financing
Ag Partners

Nick Miller
Partnership Manager
AgVend

Laura Garvin
Partnership Manager
AgVend



Leveling Up Your Sales Processes

Amy Nelson

Grain Advisor
Manager

CFS

Amanda Haught

Energy Sales Manager

Heritage Cooperative

Justin Pease

Ag Technology
Manager

Valley Ag

Macy Hoch

Sr. Partnership
Manager

AgVend



Unlocking Your Competitive Advantage: Technology's Impact By Business Unit: **Agromony**

Matt Hill

Matt Hill - District Sales Manager

MFA Inc.

Garrett Buschjost

Sr. Partnership Manager

AgVend



Unlocking Your Competitive Advantage: Technology's Impact By Business Unit: Grain

Kale Peterson

Grain Merchandising Manager

River Valley Cooperative

Lena Head

Director of Partnership Managers

AgVend



Unlocking Your Competitive Advantage: Technology's Impact By Business Unit: **Energy**

Tony Kammerlander

Energy Accounting Manager

UFC Minnesota

Macy Hoch

Sr. Partnership Manager

AgVend



Unlocking Your Competitive Advantage: Technology's Impact By Business Unit: **Marketing**

Brandon Justice

Senior Manager of Digital Transformation

GreenPoint Ag

Alyssa Speake

Marketing Director

AgVend



Optimizing Your ERP & AgVend Integration Breakouts

Agvance | Control | Merchant | AgVantage | Tronia | Agris | Oakland

Collaborate, Connect, and Shape What's Next

During this session, partners came together in breakout groups based on their organization's ERP system—Agvance, AgVantage, Tronia, Merchant, Agris, Oakland, or Control. This dedicated time created space for **meaningful, ERP-specific conversations** and collaboration with peers who work on similar platforms every day.

Together with ERP representatives and the AgVend team, partners had the opportunity to:

- **Connect with peers** using the same systems
- **Collaborate** on opportunities, best practices, solutions, and ideas
- **Ask questions** of the AgVend team and ERP representatives
- **Prioritize future needs** as a group

Thank you to all ERP representatives who were able to attend virtually or in-person!





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