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**Growers Edge and Farmers Cooperative Society Launch**
**Innovative Crop Plan Protection**

**Johnston, Iowa and Sioux Center, Iowa – January 12, 2023 –** To help farmers adopt practices that improve soil fertility and conserve water, [Growers Edge](https://www.growersedge.com) and [Farmers Cooperative Society (FCS)](https://www.farmerscoopsociety.com/) have launched a new crop protection plan. This unique offering provides peace of mind and eliminates some of the risk of reduced yields while helping farmers make the switch to more environmentally friendly practices.

“We know it takes time to transition to sustainable practices, and in our second year of partnership with FCS, we’re focused on helping farmers who have already started their transition to regenerative ag or are just beginning their transition by offering more options to fit their unique needs,” said Todd Robran, Vice President of Sales at Growers Edge.

The FCS Innovation Assurance Program is a tiered program that gives farmers the freedom to select the plan that fits their needs. If the plan’s performance doesn’t meet or beat past yields, farmers receive a per-acre credit from FCS. The Crop Plan will allow farmers to capture all the benefits of FCS’s high-performing products, services and expertise so they can transition to regenerative practices and create a future where the soil is healthy, and agriculture is more sustainable.

“As more farmers continue to explore sustainable practices, they need innovative solutions to help them achieve their goals. In our second year of partnership with Growers Edge, we’re demonstrating our dedication to helping our customers enhance their farming practices with less risk,” said Kris Norgaard, Senior Director of Agronomy at Farmers Coop Society.

Since 2017, Growers Edge has partnered with ag retailers and input manufacturers across the U.S. to deliver grower-relevant solutions to meet the ag industry’s rapidly changing needs. The company uses data and technology to build innovative warranty-backed crop plans and input financing solutions that reduce the risk for farmers and help fortify a retailer’s trusted advisor status with their customers.

For more information on how to enroll in the FCS Innovation Acre Assurance Program, growers can reach out to their FCS sales rep or visit [www.farmerscooperativesociety.com](https://www.farmerscoopsociety.com/).

**About Farmers Cooperative Society:**

Leading producers with innovation and excellence our mission. Partnering with producers, employees, and communities to deliver sustainable ag business solutions. We will do this with integrity and a commitment to delivering value to our customers in every relationship, product and service.

**About Growers Edge**

Growers Edge provides proprietary data insights, financial technology tools, warranty-backed crop plans, and lending solutions that enable agricultural innovation to thrive and scale. By seeding a resilient future for the ag industry, we are nurturing a promising future for all. Led by a proven team of agricultural and lending leaders and backed by top agtech and fintech investors, the company is headquartered in Johnston, Iowa. To learn more, visit [growersedge.com.](https://www.growersedge.com/)

**Media Contact:**

Craig Hanken

Growers Edge

515.422.1846

craig.hanken@growersedge.com