

**B-CONNECT CONCEPTS WILL ONLY BE ACCEPTED IF
SUBMITTED THROUGH OUR ONLINE PORTAL**

B-CONNECT

AG INNOVATION



Ag Innovation B-Connect Product Service Summary Form

Technological innovation and prioritization of new scientific studies drive Salinas and Pajaro Valley (S&PV) agriculture's ability to thrive, lead, and self-sustain. While there are many ideas, there's not a mechanism in place for farmers or researchers to funnel, objectively review, and publicly test these ideas. This survey builds a framework to draw in ideas that are reviewed with consistent, objective metrics. Your survey answers will be made public for use by farmers and other interested parties.

Product Category

You may check up to three boxes. Please indicate by numbering 1-3 top categories that apply.

- Fertilizer
- Pest Control
- Disease Control
- Soil Conditioner
- Water Treatment
- Sanitizer
- Food Safety Related
- Conservation Support
- Water Conditioner
- Mechanical/Electronic
- Other (please describe: _____)

What are you looking for?

- Funding
- Peer-Reviewed Trials
- Connection to Industry

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Company Identification

1. Company Name
2. Contact for more information about product (name, phone, email)
3. In which state (or, if not within the United States, country) is your company based?
4. How long has your company been in business?
5. Do you define your company as a start-up?
 - a. If so, what are your primary funding sources?

Product Identification

1. Product Name
2. Product Manufacturer
3. Product Labeled As (trade names if using chemical materials)
4. Where available for purchase, name and contact information for sales agent, if appropriate
5. Please provide *detailed* description of product (e.g. active ingredient(s), how it is manufactured/procured/derived, lab analysis of material, etc.) to the level you're able.
6. Is this product's ingredients and process for use in compliance with CA regulatory requirements?
7. What crops or range of crops do you expect to achieve best results with this product?

Product Summary (Optional)

You may include a brief description highlighting key information from the detailed summary this sheet requests. Maximum length 250 words. Longer summaries will not be included.

Please provide information to answer the following questions with as much detail as possible.

Product Profile Questions

1. Benefits
 - 1.1. Please provide 3rd party, independent research findings (e.g. data, with accompanying statistical analysis, summary of key results and discussion) demonstrating the effect of the product. Include description of conditions under which tested (e.g. what crops, soil, irrigation type, climate, etc.)? Please include as much detail as possible re: acreage required of trials, replications, randomization, sampling methods, dates of trial, management etc. If available, please include photos showing control vs. treatment.

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1.1.1. Please provide URL links to any 3rd party, independent research findings, peer reviewed findings, and/or local trial details.

1.2. What are the expected benefits of using the product? Please be as precise as possible (e.g. increased yield/crop quality, reduced pest/disease damage, conservation benefit, etc.)

1.3. What are the processes (e.g. mode of action) by which the product achieves those benefits? Please use the principles of plant and soil science to describe (e.g. increases soil flocculation to improve infiltration, plant growth hormone to stimulate cell division, etc).

1.4. What is the expected monetary value of those benefits and how are they realized (e.g. reduced fertilizer cost, reduced water use, increased yield/quality, reduced pest/disease loss, etc)?

2. Costs

2.1. What are the expected costs per acre for the product as used during production of a crop?

Please show calculations in terms that are most relevant for the product, for example, grower cost per unit, application rate or acres treated per unit, expected number of applications. If expected cost for use of the product differs among crops or production conditions, please describe those differences.

2.2. What is the recommended application rate? If appropriate please provide range for different settings, crops or conditions.

2.3. What are the costs per acre for the product at the recommended application rate?

2.4. What additional expenses could be incurred in use of the product (e.g. new equipment needs, staff training, staff time, etc.)?

2.5. What changes in production practices are needed to use the product (e.g. compatibility with existing management practices/materials, new or modified equipment needs, altered management schedule, etc.)?

3. Factors that Affect Performance

3.1. Under what conditions does the product provide the most benefits? Please provide data to document any statements.

3.2. Under what conditions is the product least likely to provide benefits, or may actually be deleterious? Please provide data to document any statements.

3.3. What are the soil, weather, biotic, management, and other factors that most meaningfully affect the performance of the product? Please provide data to document any statements.

4. Instructions for Use of the Product

4.1. What are the instructions that you would provide to growers to commercially use the product in the Salinas and Pajaro Valleys?

4.2. How would overall production practices needed for and resulting from use of the product differ from current practices? Please include any notable impact on production of subsequent crops, overall farming practices, or other changes not

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directly related to the treated crop.

5. Regulatory Considerations

- 5.1. Does your product require regulatory approval?
 - 5.1.1. If so, which regulatory agencies will be involved?
- 5.2. Does this product qualify for use in organic production?
 - 5.2.1. If so, has it been approved by the Organic Materials Review Institute?
- 5.3. Does this product replace something already in use?
 - 5.3.1. If so, why would this provide a better solution?

PREVIEW