

Planalytics[®] AgriBusiness Weather Intelligence

QUANTIFYING AND MANAGING WEATHER'S IMPACT ON YOUR BOTTOM LINE



From the farmer's field to the supermarket, weather plays a major role in the availability and affordability of food and fiber products.

The AgriBusiness Problem

Everyone involved in food and fiber production is affected by the weather. On a day-to-day basis, it is the most volatile external factor influencing crops, pests and markets. . . . to say nothing of farmers' attitudes. And, because weather is constantly changing, businesses must deal with a continuously shifting array of opportunities and risks. The impact on revenues, costs and margins is measurable, and often substantial.

Planalytics Solution: AgriBusiness Weather Intelligence and Market Insights

How can companies manage weather's impact on their diverse portfolios of products and markets? Weather maps, forecasts and statistics are only the beginning. Planalytics AgriBusiness

Weather Intelligence and Market Insights tools translate weather and market data into actionable insights on the effects of weather on conditions in the field and feed lot — and on our clients' bottom lines.

For example, Planalytics CropPlannerSM applications put weather into perspective by turning temperatures into growing degree days (GDDs) for use in pre-season planning and for monitoring conditions in-season that might affect crop health. Planalytics Cash Grain OptimizerSM tracks commodity prices at nearly 4,000 U.S. locations each day and helps farmers and their advisors determine at a glance where they will net the best returns for their crops. Statistical models that combine temperature, precipitation and other weather variables into weather-driven demand indices, unit/dollar changes and

other indicators are also part of our tool set. These tools and others like them allow our clients to effectively incorporate weather impacts throughout the business, bringing improvements in planning, production, distribution, replenishment, logistics, marketing, communications. . . . and everything in between.

With years of comprehensive data analyses and real world experience, Planalytics is uniquely positioned to help agribusiness firms quantify how weather affects their performance, and how to manage it.

PREDICT. PERFORM. PROFIT.

800.882.5881

www.planalytics.com

Planalytics AgriBusiness Weather Intelligence and Market Insights Platform

Making Weather Intelligence and Market Insights Actionable

What differentiates Planalytics AgriBusiness Weather Intelligence from basic weather providers? We provide actionable information you can use in your business to make better business decisions. When you need it. How you need it. E-mail, webcasts, conference calls, text messages and web applications are all tools we use to exchange information with our clients. But at the end of the day, the intelligence and insights that we provide are only as good as your ability to use them, and the confidence you have in the information provided.

At the core of Planalytics AgriBusiness Weather Intelligence and Market Insights platform is our AgInsights Web site. Accessible by password, AgInsights contains actionable decision tools as well as a wide range of relevant agricultural weather information.

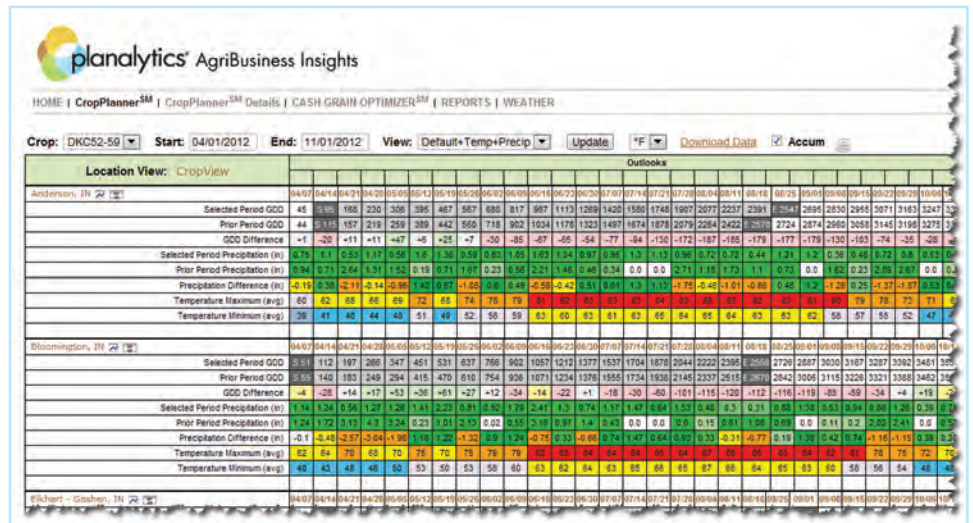
Anticipating Key Weather Drivers that Affect Agriculture and Food

Each week, Planalytics AgriBusiness meteorologists publish two newsletters for our clients: *AgriBusiness WeatherBrief* is distributed via e-mail on Monday and contains our proprietary forecast for U.S. agriculture for the current week and our outlook for the following week. On Friday, we publish *AgriBusiness Insights* which summarizes major weather events of the previous five days, wherever they may have occurred, globally. Depending on the time of the year and our clients' particular needs, these two reports are supplemented with other proprietary forecasts, alerts and webinars. Clients can also pick up the phone and speak directly with one of our meteorologists, anytime.

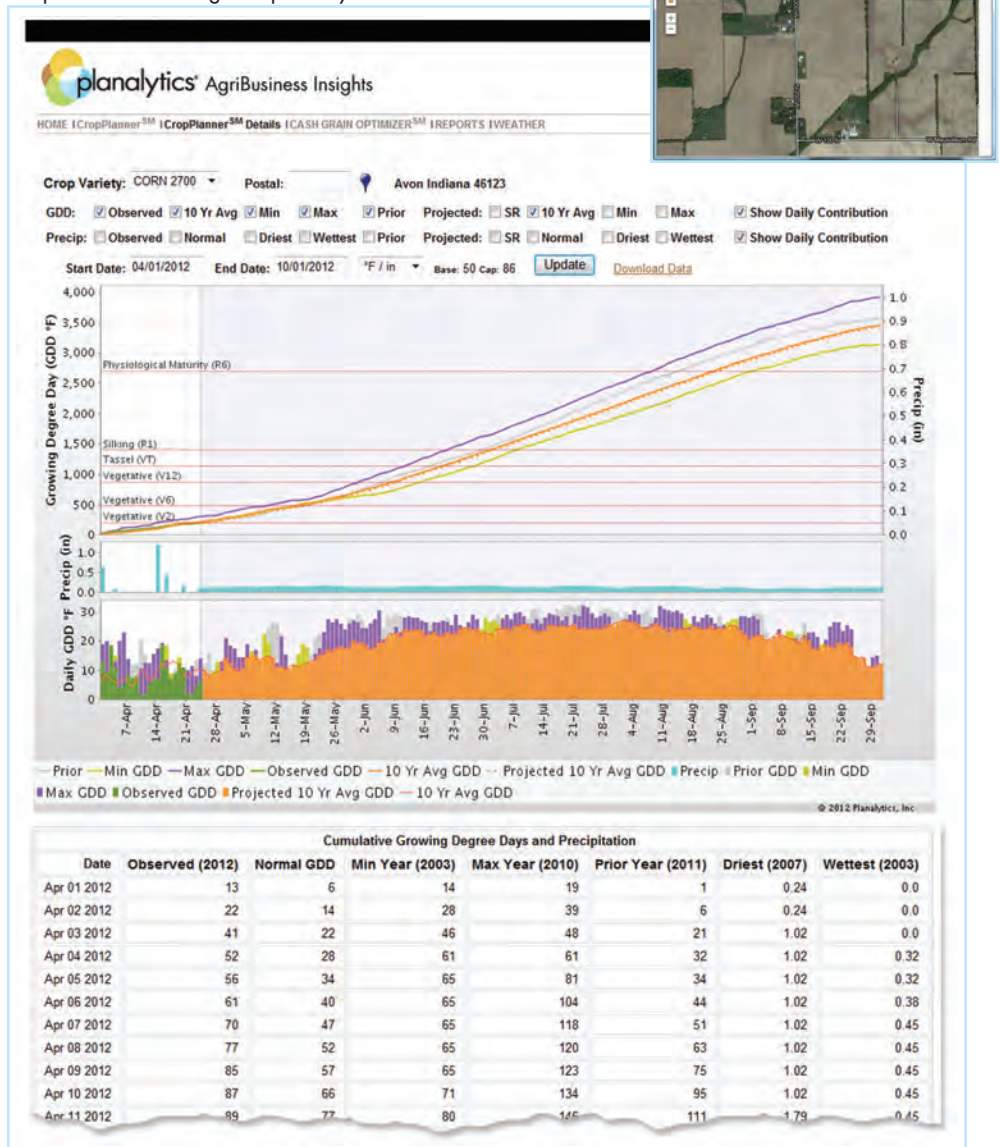
Projecting Weather's Impact on Crops Globally. . . or in Your Backyard

Crop development can be measured in heat units, also referred to as "Growing Degree Days" (GDDs). Planalytics CropPlannerSM dynamically calculates and tracks GDDs for multiple locations, crops and varieties of seed. Featuring a rolling, ten-year average of location-specific temperature data as "Normal", CropPlanner can be used pre-season — up to 11 months in advance — to analyze different scenarios that affect planting decisions and seed selections. In-season, GDDs and precipitation amounts are updated weekly so users can track crop progress against historic benchmarks.

From a distance, **Planalytics CropPlanner** lets you track and project weather's impact on crops — including specific varieties — and locations critical to your business such as sales territories, research plots or grain elevators.



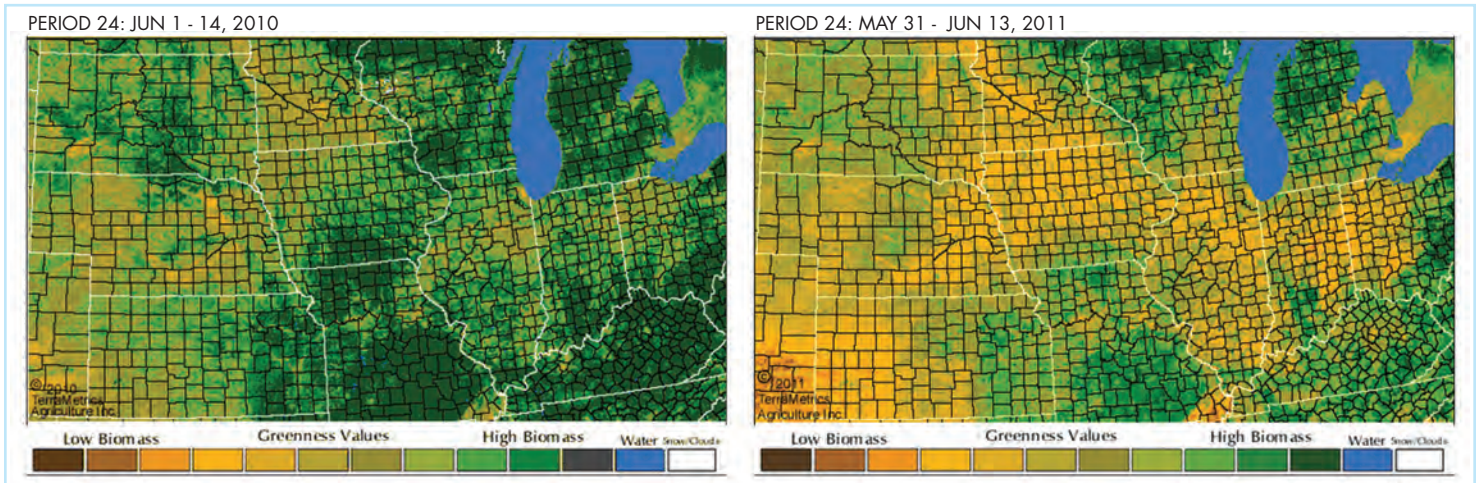
At a glance, **Planalytics CropPlanner Details** view displays daily and accumulated Growing Degree Days and precipitation and temperatures for a single crop variety and location.



"Weather impacts every aspect of our business. Planalytics' ability to provide timely and relevant weather insights that are specifically focused on our business enables us to better serve our customers."

Jim Sheppard, President, Harvey's Agricultural Solutions

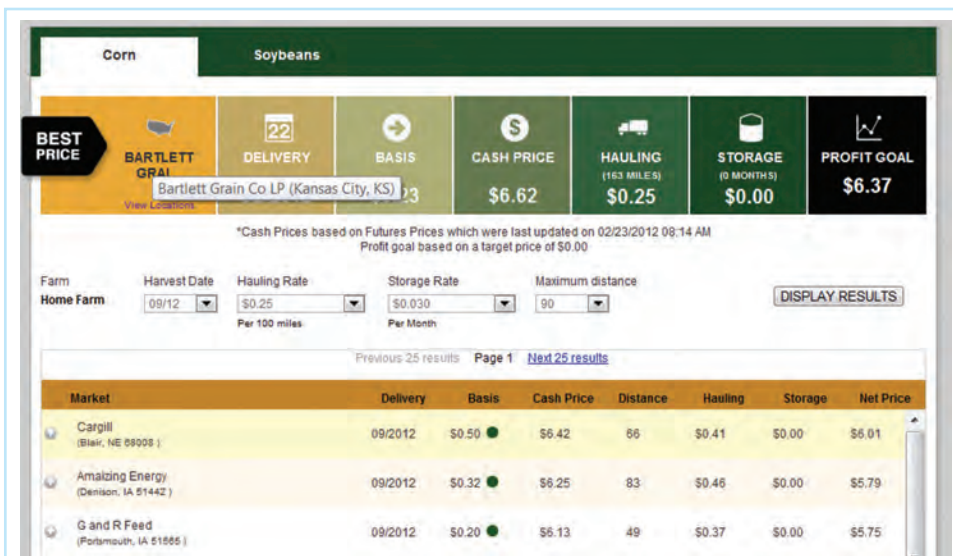
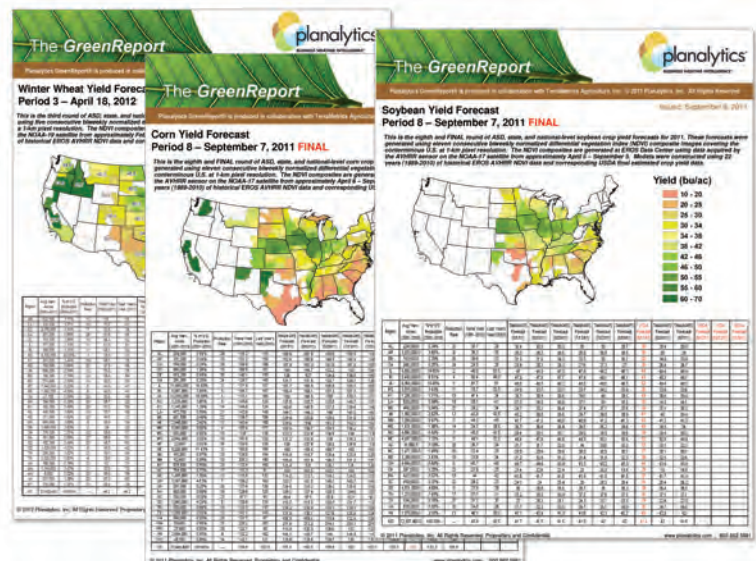
Year-on-year, weather repeats only 20 percent of the time.



Monitoring Plant Health and Measuring Crop Yield Potential

Using remote satellite imagery to measure plant vigor (NDVI) across North America, *Planalytics GreenReport®* newsletter is published weekly during the March-October growing period. Planalytics agribusiness meteorologists and our partners at TerraMetrics Agriculture, Inc. compare current vegetation conditions to the previous week, to the same week last year, and to the average "Greenness" for that period over the past 20+ years. Commentary includes analysis of weather's impact, actual and forecast, on vegetation conditions.

Since 2002, Planalytics has been at the forefront in the use of satellite imagery to estimate crop yields. Planalytics GreenReport Crop Yield Forecasts combine historic NDVI values with corresponding USDA year-end yield results to generate estimates by Agricultural Statistics District months before official estimates. Winter Wheat forecasts are typically published in mid-March; corn, soybean and other summer crop estimates are released on June 1st. Forecasts are updated bi-weekly throughout the growing season and feature maps and table data as well as commentary.



Planalytics Cash Grain Optimizer calculates actual driving miles from the field to the elevator or mill.

Maximizing Producers' Profits through Timely Cash Price Intelligence and Logistics Insights

Included in Planalytics AgriBusiness Insights Platform is a marketing decision tool that was developed in collaboration with GeoGrain, Inc. Planalytics Cash Grain OptimizerSM provides daily recommendations to producers needing to make decisions on whether to sell or store their grain. It is based on daily cash grain and forward delivery price intelligence obtained from nearly 4,000 grain elevators, mills, ethanol plants and other buying locations. Using a simple Web interface, individual users of the Optimizer tool provide information about their actual field locations, grain hauling and storage costs. . . and Optimizer produces a single recommendation, along with a list of alternative locations.

Since 1996, Planalytics has been able to bring measurable benefits to our clients in the form of higher sales, improved margins and greater market share.

EASY INTEGRATION, FAST RESULTS.

Planalytics AgriBusiness Weather Intelligence gives you the ability to capture measurable results with minimal investment, quickly.

With Planalytics, there is no lengthy implementation with existing information systems, so ROI can be measured in weeks instead of months or years. As a client you have immediate access to Planalytics Business Weather Intelligence Platform and a wide range of reports and decision tools that have been developed over years of working with business decision makers in a variety of industries.

At its foundation is an unparalleled database of weather intelligence, proprietary modeling techniques and industry-specific expertise. But there is also the human element. Planalytics analysts and business weather meteorologists will work with you to identify strategic and tactical decisions you can make right away – and steer you in the direction of those reports and tools that will benefit you most, including:

Planalytics WeatherVue Report

Published weekly with daily updates, Planalytics WeatherVue report contains our meteorologists' proprietary weather (temperature and precipitation) forecasts for specific locations that you identify, such as sales regions, territories, retail locations or field test plots. Our standard version provides forecasts at the Agricultural Statistics Division (ASD) level, consistent with USDA reports.

Planalytics Vision Outlook

A strategic planning tool, Planalytics Vision Outlook provides senior managers a first look at high level weather trends that will shape the North American growing seasons. Regional and state/province temperature and precipitation information is presented in a clear, concise format. Monthly updates include a summary of the past month's actual Weather activity along with an updated 11-month outlook. Planalytics business meteorologists are also available by phone to provide supporting information and to answer specific questions you may have about these assessments.

Planalytics Three-Month Forecast

Leading up to and throughout the growing season, Planalytics meteorologists provide detailed analyses of current weather conditions and potential threats to crops and livestock based on comparable analog years. Over the last few years, these rolling monthly forecasts have been particularly beneficial in assessing the effects of sea surface temperatures and tropical storm activity that have led to floods, drought, freeze damage and conditions conducive to crop diseases

Additional Subscription Services

Planalytics Severe Weather Service

Planalytics' proprietary models produce unique long-range storm threat forecasts of the timing, path, and intensity of tropical storms in the Atlantic and Western Pacific, as well as a detailed annual outlook for European windstorms. Pre-season forecasts for the entire tropical season are delivered to clients in January each year and updated, if necessary in April. The service also includes daily storm monitoring and regular client consultations with a team of senior meteorologists who specialize in severe weather.

Planalytics Global Weather Insights

Information about year-over-year changes in temperature and precipitation enable our clients to understand and quantify weather's influences into their analysis and planning. Planalytics Global Weather Insights covers over 100 countries with access to more than 10,000 weather observation sites worldwide. Temperature and precipitation are presented as percent change compared to prior year.

Planalytics Energy Procurement Intelligence

Companies are finding it increasingly difficult to effectively plan energy expenditures, stabilize costs and choose the right time to purchase energy. Planalytics Energy Procurement Intelligence Service combines proprietary analytical tools with insightful reports and expert guidance to help companies make better energy procurement and planning decisions.

