



# USA AG CHEM PRICE TRANSPARENCY REPORT - 2025 -



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# INTRODUCTION

Farmers confront many challenges as they strive for profitability, but the persistent and widespread lack of transparency in the ag chemical market quickly adds substantial costs to already expensive farming essentials.

Across a wide range of ag chemical products, regardless of geography or product popularity, our annual report has again found that farmers continue to pay a wide range of prices for the same exact product.

This includes widely used brand-name products, like Roundup PowerMAX®, generic chem alternatives, and specialty products.

*FBN* publishes this annual report in an effort to empower family farmers with the pricing insights they need to make informed purchasing decisions for their operation.

# METHODOLOGY

Insights are based on proprietary *FBN* data and U.S.-based farmer-submitted invoices detailing ag chemical purchases made between June 1, 2024, and January 15, 2025.

This year's report examines 1,390+ unique pricing data points across 26 states and 122+ insecticides, fungicides, herbicides, and adjuvants with at least 5 price points represented in the data.

*(These prices do not include rebates.)*



# KEY REPORT TAKEAWAYS



## PRICES ARE DOWN, BUT INCONSISTENCY REMAINS

While prices have dropped compared to the past few seasons, price variability – both nationally and regionally – remains ubiquitous and problematic. However, it is not as substantial as we've seen in recent years, indicating that the **ag chem market is becoming increasingly competitive**.



## ANTICIPATE TARIFF-DRIVEN PRICE INCREASES

**Tariffs will increase prices** across a broad range of ag chem. This is especially applicable to key herbicides, including glyphosate, glufosinate, and 2,4-D, because of the United States' reliance on imported active ingredients (AIs).



## DO YOUR RESEARCH TO FIND FAIR PRICES...

Our data shows that **some farmers paid almost 4X more for the same products**. Across the 122 chem products analyzed in this report, 11 had price differences higher than 100% between the lowest and highest prices and 2 products had over 200% price differences, meaning many farmers paid double or even more than triple the price for the exact same product.



## ...EVEN WHEN BUYING LOCALLY

**Even farmers just a few miles apart can pay very different prices**. An Iowa farmer paid 90% more for AMS than another farmer just 18 miles away, making their purchases less than 3 weeks apart. One farmer in Indiana paid 107% more for AMS than another farmer 45 miles away on the same exact day.



## THE FBN ADVANTAGE

**Farmers could have saved 32% buying from FBN** rather than purchasing the same active ingredients from another chem retailer.\*



## SAVE BY SWITCHING TO FBN GENERICS

**Purchasing generic alternatives of branded products can optimize your ROI** while keeping strategic cost management top of mind. For example, farmers who bought Roundup PowerMAX® could have saved 8% by purchasing FBN generic alternative [Willowood Glypho 6](#). Similarly, farmers who purchased Explorer® herbicide could've saved 70% buying [Willowood Mesotrione 4SC](#).





# TARIFF IMPACTS ON CHEM PRICES

While prices are trending down in 2025 compared to recent years, price variability remains consistent with prior reports – and these recent price improvements are unlikely to last.

With more than 580 million kilograms of ag chem [imported](#) into the United States every year, newly enacted tariffs – specifically the 10% tariff on China – will lead to price increases across a wide array of AIs. Based on data compiled by Fanwood Chemical and sourced from Datamyne and the U.S. Census, prices will rise most substantially for:

## 1. GLYPHOSATE

99% of glyphosate was sourced from China in 2024; there is minimal production of glyphosate in the United States.

## 2. GLUFOSINATE

85% of glufosinate was sourced from China in 2024, with an additional 10% from India, and 5% from Germany; there is no production of glufosinate in the United States.

## 3. 2,4-D

49% of 2,4-D was sourced from China in 2024, with an additional 19% from Colombia, 24% from India, and 8% elsewhere; there is some production of 2,4-D in the United States. Considering the antidumping and countervailing duties already proposed against China and India in 2024 – final decisions on which are expected in March – in addition to new import duties proposed by the Trump administration, prices on 2,4-D are expected to rise notably this season.

## 4. ATRAZINE

100% of atrazine was sourced from China in 2024; there is no production of atrazine in the United States.

## 5. CLETHODIM

75% of clethodim was sourced from China in 2024 and 25% from India; there is no production of clethodim in the United States.

If you haven't already developed a chem plan for the upcoming season, this is the time to strategize and proactively purchase to get ahead of increasing input costs.



# TOP 20 MOST VARIABLY PRICED AG CHEM PRODUCTS

Of the 122 chemicals analyzed for this report, the 20 products below – including herbicides, adjuvants, and fungicides – had the most substantial price differences, representing major gaps between the highest and lowest prices farmers paid on a national scale.

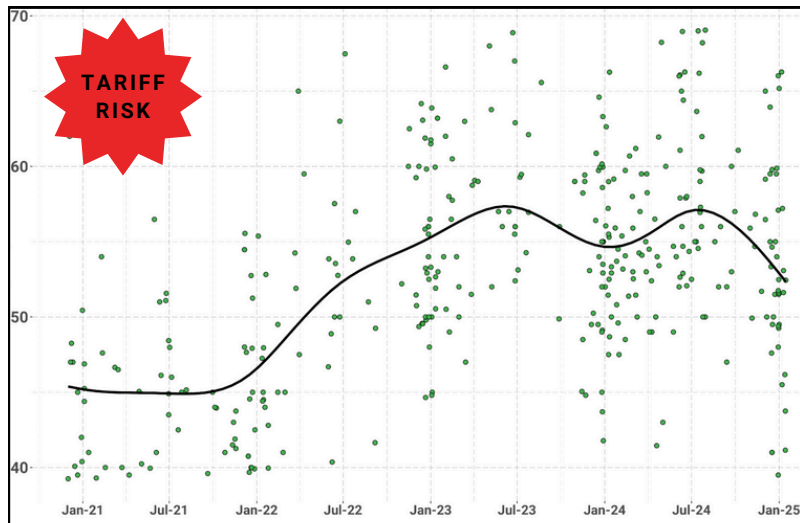
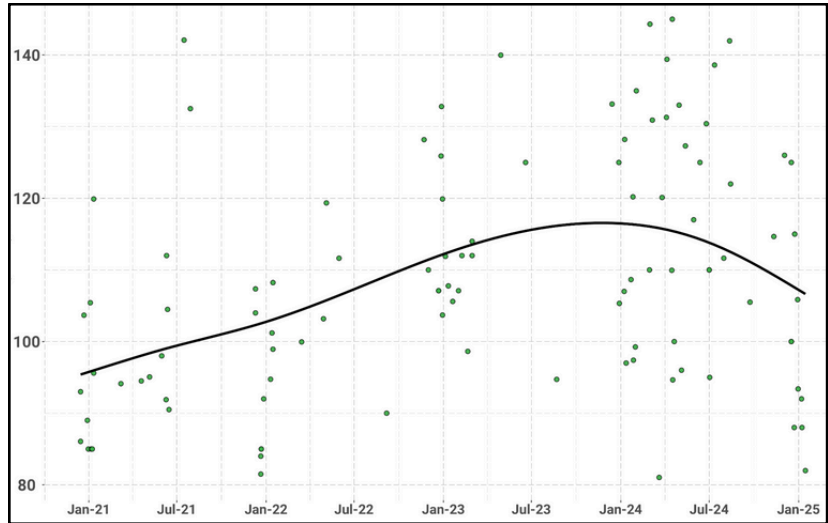
Product Name	Lowest Price (per Lb/Gal)	Highest Price (per Lb/Gal)	Price Difference
<b>Liberty® 280 SL Herbicide</b>	\$18.44	\$70.79	<b>284%</b>
<b>AMS (Dry)</b>	\$0.25	\$0.75	<b>200%</b>
<b>Gramoxone® SL 3.0 Herbicide</b>	\$19.46	\$55.27	<b>184%</b>
<b>2,4-D Low Vol 6 Herbicide</b>	\$16.45	\$39.48	<b>140%</b>
<b>Generic Callisto® Herbicide</b>	\$43.56	\$100.00	<b>130%</b>
<b>Class Act® NG Adjuvant</b>	\$10.00	\$22.00	<b>120%</b>
<b>Clethodim Herbicide</b>	\$22.00	\$47.60	<b>116%</b>
<b>Veltyma® Fungicide</b>	\$274.00	\$588.00	<b>115%</b>
<b>Atrazine 4 Herbicide</b>	\$12.65	\$27.13	<b>114%</b>
<b>Delaro® 325 SC Fungicide</b>	\$192.68	\$410.40	<b>113%</b>
<b>Section® Three Herbicide</b>	\$45.43	\$95.02	<b>109%</b>
<b>Zidua® SC Herbicide</b>	\$461.83	\$953.93	<b>107%</b>
<b>Atrazine 4L Herbicide</b>	\$12.25	\$25.00	<b>104%</b>
<b>Outlook® Herbicide</b>	\$81.39	\$158.99	<b>95%</b>
<b>Enlist One® Herbicide</b>	\$37.48	\$73.06	<b>95%</b>
<b>Roundup PowerMAX® 3 Herbicide</b>	\$15.50	\$29.90	<b>93%</b>
<b>InterLock® Adjuvant</b>	\$57.48	\$103.92	<b>81%</b>
<b>Warrant® Herbicide</b>	\$24.76	\$44.67	<b>80%</b>
<b>Superb® HC with CornSorb®</b>	\$29.00	\$49.97	<b>72%</b>
<b>Interline® Herbicide</b>	\$18.89	\$32.03	<b>70%</b>





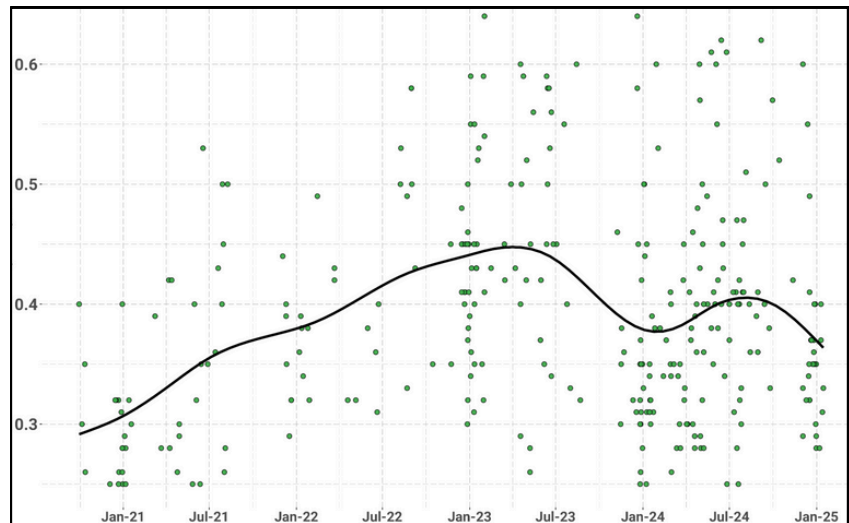
# NATIONAL CHEM PRICE TRENDS

Outlook® (\$/Gal)	
Average Price	\$103.37
Highest Price	\$158.99
Lowest Price	\$81.39
Price Difference	95%



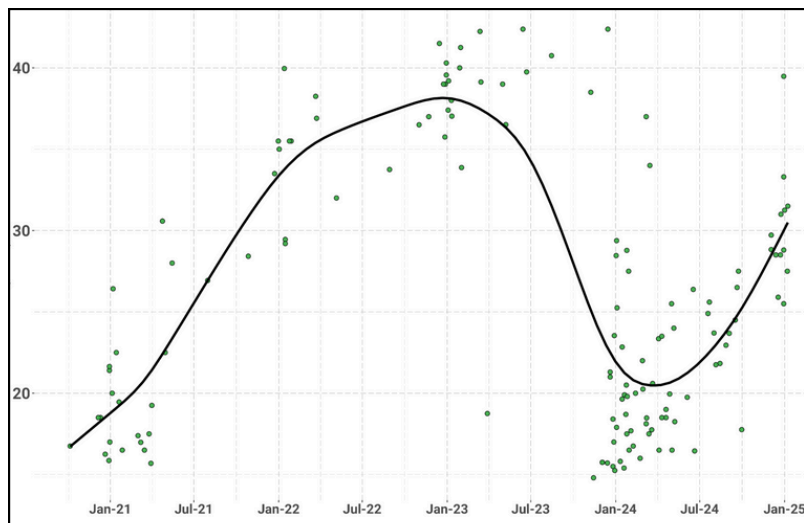
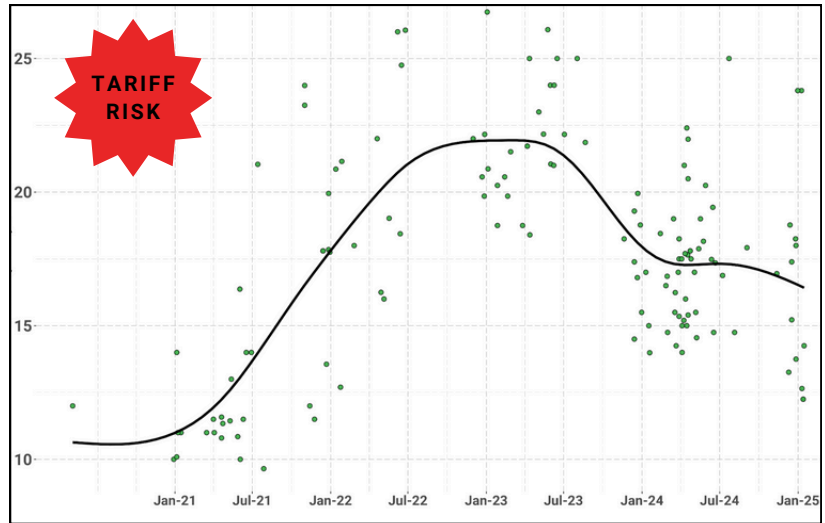
Enlist One® (\$/Gal)	
Average Price	\$53.47
Highest Price	\$73.06
Lowest Price	\$37.48
Price Difference	95%

AMS (Dry) (\$/Lb)	
Average Price	\$0.37
Highest Price	\$0.60
Lowest Price	\$0.28
Price Difference	73%



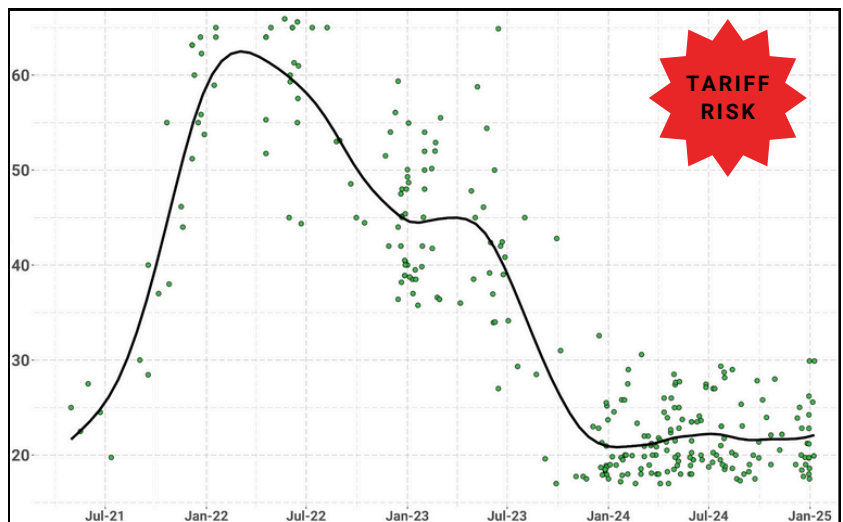
# NATIONAL CHEM PRICE TRENDS

Atrazine 4L (\$/Gal)	
Average Price	\$16.75
Highest Price	\$23.80
Lowest Price	\$12.25
Price Difference	64%



2,4-D Low Vol 6 (\$/Gal)	
Average Price	\$29.49
Highest Price	\$39.48
Lowest Price	\$23.00
Price Difference	53%

RoundUp® PowerMax (\$/Gal)	
Average Price	\$21.29
Highest Price	\$29.90
Lowest Price	\$17.50
Price Difference	52%





# 2024 VS. 2025 NATIONAL PRICE TREND CHANGES

The tables on this page illustrate the year-over-year price differences of four popular products between the 2024 and 2025 *FBN* Price Transparency Reports.

Compared to the 2024 season, national prices are currently trending down for almost every product analyzed in this report. For the few products that are seeing higher prices in 2025, such as Outlook® (see right), the increase was nominal.

One of the most notable changes between 2024 and 2025 national pricing data is the general drop in highest vs. lowest prices, which represents overall price variability. AMS (Dry), for example, dropped from a 468% gap between the highest and lowest prices to just 73%. While this discrepancy is still stark, it does represent a major step forward.

This change indicates that a growing focus on price transparency, fueled by an increasingly competitive ag chem landscape, has created fairer market opportunity for farmers.

As farmers keep a close eye on the U.S. economy and scrutinize their ag input investments, many are delaying chem purchases. This is tightening the chem market, driving retailers to price their products more in alignment with their competitors.

AMS (DRY) (\$/Lb)			
	2024	2025	Change
Average Price	\$0.74	\$0.37	-50%
Highest Price	\$1.25	\$0.60	-52%
Lowest Price	\$0.22	\$0.28	-27%
Highest vs. Lowest Price Difference	468%	73%	-84%

OUTLOOK® (\$/Gal)			
	2024	2025	Change
Average Price	\$128.03	\$103.37	- 19%
Highest Price	\$175.02	\$158.99	-9%
Lowest Price	\$81.04	\$81.39	+43%
Highest vs. Lowest Price Difference	116%	95%	-18%

ENLIST ONE® (\$/Gal)			
	2024	2025	Change
Average Price	\$59.73	\$53.47	-11%
Highest Price	\$76.45	\$73.06	-4%
Lowest Price	\$43.00	\$37.48	-13%
Highest vs. Lowest Price Difference	78%	95%	+22%

ATRAZINE 4L (\$/Gal)			
	2024	2025	Change
Average Price	\$19.25	\$16.75	- 13%
Highest Price	\$24.00	\$23.80	- 1%
Lowest Price	\$14.50	\$12.25	- 16%
Highest vs. Lowest Price Difference	66%	64%	- 3%



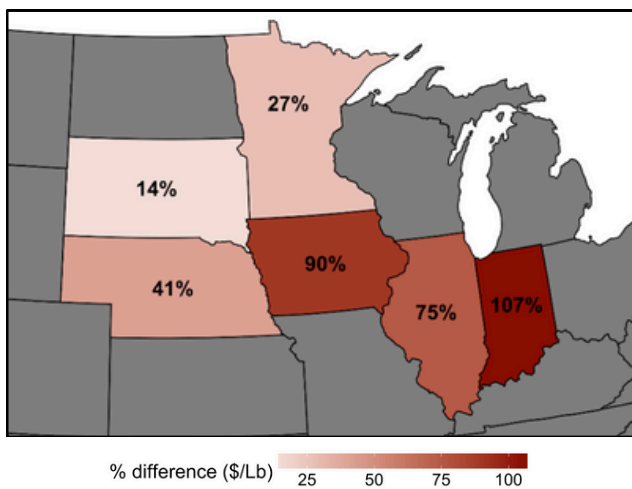
# REGIONAL CHEM PRICE TRENDS

Regional pricing differences also reveal that farmers are often paying more for certain chemicals than their peers in neighboring states.

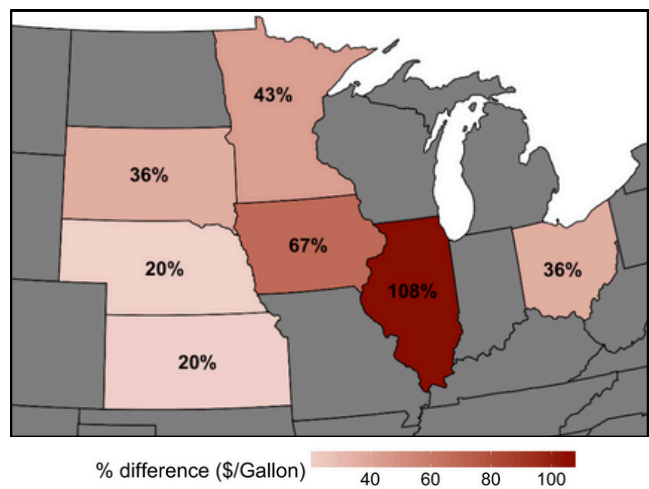
Even farmers just miles apart can pay very different prices for identical chem products. An Iowa farmer paid **90%** more for AMS than another farmer just 18 miles away when making their purchases less than 3 weeks apart. Similarly, a farmer in Indiana paid **107%** more for AMS than another farmer 45 miles away on the same day in December 2024.

The graphics below illustrate the differences between lowest and highest prices paid for specific chem products in select states. For example, there was a **108%** difference between the highest and lowest price for Atrazine 4 in Illinois last season, meaning one farmer paid more than double what another farmer paid for the same product in the same state.

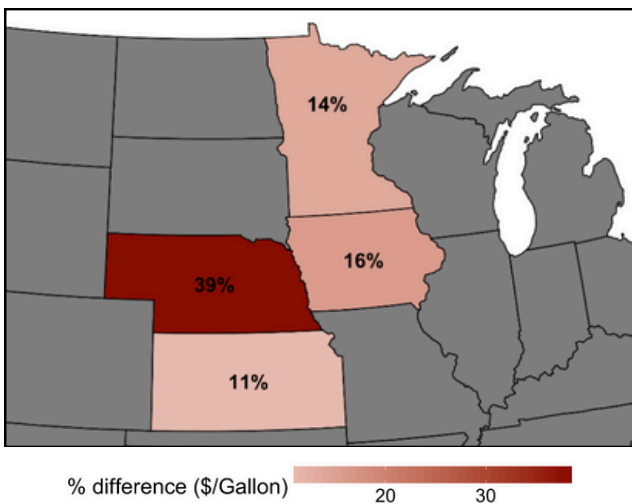
## AMS (DRY) PRICES



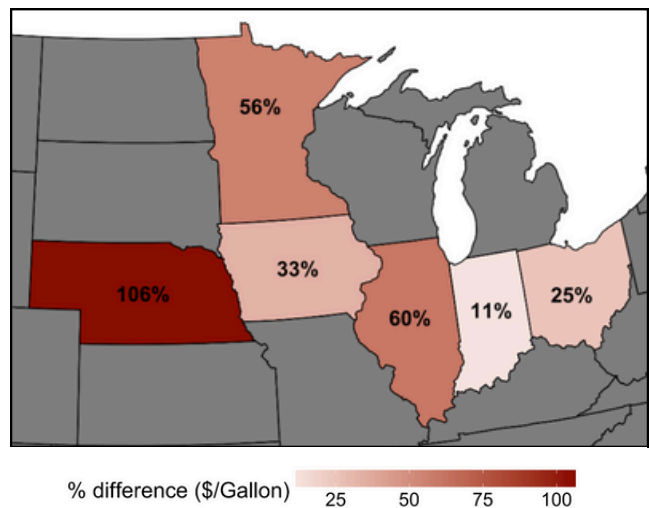
## ATRAZINE 4 PRICES



## 2,4-D LOW VOL 6 PRICES



## CLETHODIM PRICES





# TRACK PRICES 24/7 WITH FBN'S PRICE TRANSPARENCY TOOL

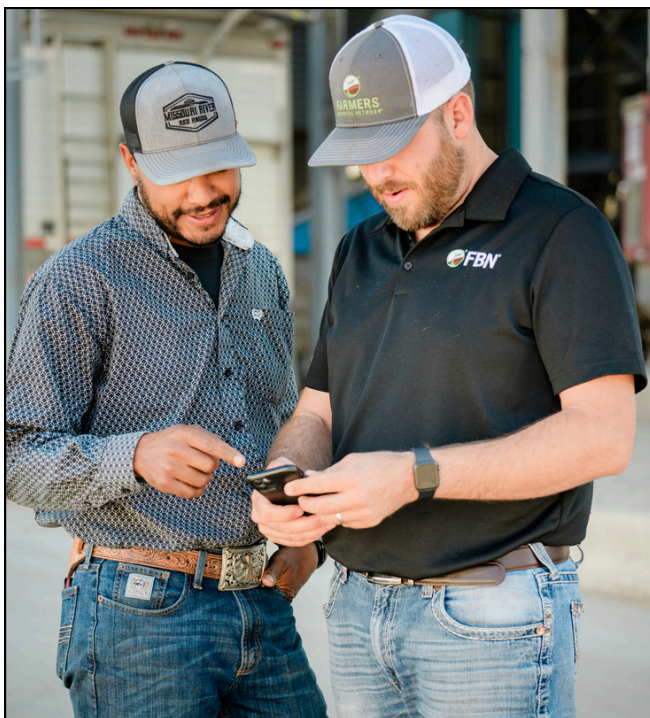
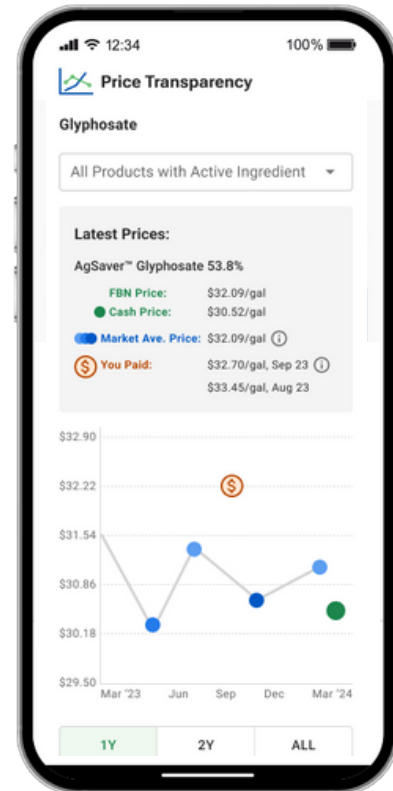
Price variability can add major costs to already expensive ag chem essentials, but price intelligence puts you in control so you can be confident that you're paying the best price.

As part of our ongoing commitment to putting *Farmers First*, the newly updated *FBN Price Transparency Tool* shares exclusive ag chem price insights, empowering you to compare and negotiate fair prices using farmer-sourced market data.

The updated tool enables you to:

- See aggregated price statistics from member-submitted invoice submissions for comparable products with the same active ingredient.
- Understand long- and short-term price trends to build confidence around your purchase timing.

See Prices



The tool, however, is only as powerful as the data submitted by our farmer network.

You can submit data at any time, and the *FBN Data Science* team will aggregate and anonymize your submission to continuously update the Price Transparency tool throughout the year.

Sharing your invoices is simple and secure. To contribute a recent crop protection invoice:

- Submit a photo of your invoice or forward an emailed receipt to [data@farmersbusinessnetwork.com](mailto:data@farmersbusinessnetwork.com).
- Upload invoices online by [clicking here](#).



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*\*Savings based on the average price paid by the customer and average FBN price for the same product or an equivalent product with the same active ingredients (normalized to same concentrations).*

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