



USA AG CHEMICAL PRICE TRANSPARENCY REPORT - 2024 -

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INTRODUCTION

Farmers confront many challenges as they strive for profitability, but the persistent and widespread lack of transparency in the 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, farmers continue to pay a wide range of prices for the same exact product. This includes both very widely used products like Roundup PowerMAX® and more specialty products like Outlook® Herbicide and InterLock®.

In developing this year's report, the *FBN* Data Science team aggregated farmer-submitted chemical invoices and price quotes for analysis in an effort to provide clarity on national and regional pricing. The 2024 report examines 2,400+ unique pricing data points across 33 states and 120+ insecticides, fungicides, herbicides, and adjuvants with at least 5 price points represented in the data. *(These prices do not include rebates.)*

KEY REPORT TAKEAWAYS

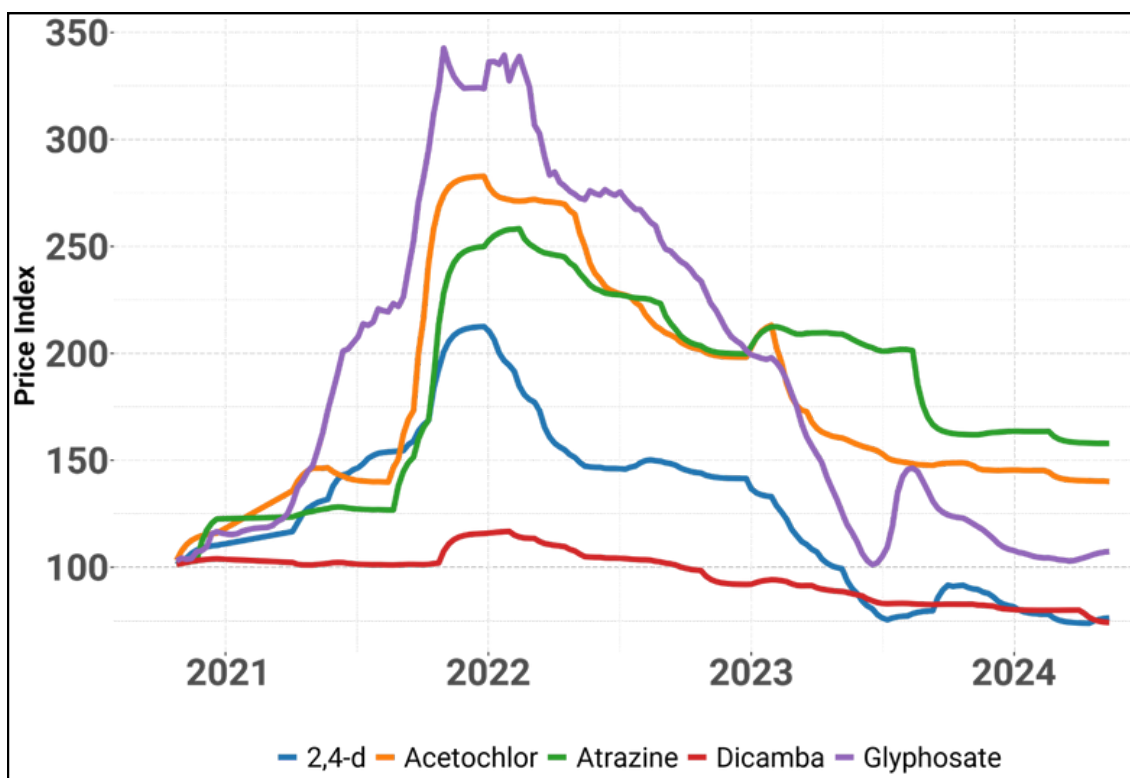
- Across the 120+ products analyzed nationwide, there was a **72% median difference between the highest and lowest price paid**. 25 products had a **50+% difference** between pricing extremes, while seven products saw a **100+% difference**.
- **Within a single state**, farmers can experience up to a **400% difference** between the lowest and highest price paid for chem products.
- Even **farmers just five miles apart can pay very different prices**. For example, one farmer in Minnesota paid **27% more in the same location for the same product** than his neighbor.
- **Farmers could have saved 15% on average if they had purchased the same products from *FBN* instead of another chem retailer.***
- Purchasing **generic alternatives of branded products** can help farmers optimize their return on farm investments while keeping strategic cost management top of mind. For example, farmers who purchased Roundup PowerMAX® **could have saved 35% on average** by instead buying *FBN* generic alternative [Willowood Glypho 6](#). Similarly, farmers who purchased Explorer® herbicide **could have saved 33% on average** by instead buying *FBN*'s [Willowood Mesotrione 4SC](#).



PRICE TRENDS OF ACTIVE INGREDIENTS IN CHINA

Even in recent relatively low pricing environments, farmers are still paying substantially different prices for the same chemical products.

Active ingredient prices in China have fallen sharply from their peak in early 2022. The graph below shows how prices have changed for five common active ingredients since October 2020.



It is important to note that while these prices have decreased from their 2022 peak, the rate of decline differs between each active ingredient.

In addition, some active ingredients like glyphosate show a higher variance in price when compared to others. While prices of both 2,4-D and Dicamba have fallen below 2021 levels, prices for acetochlor and atrazine are still higher than early 2021 levels.

The following pages take a closer look at national and state-specific pricing trends across the United States.



NATIONAL CHEM PRICE TRENDS

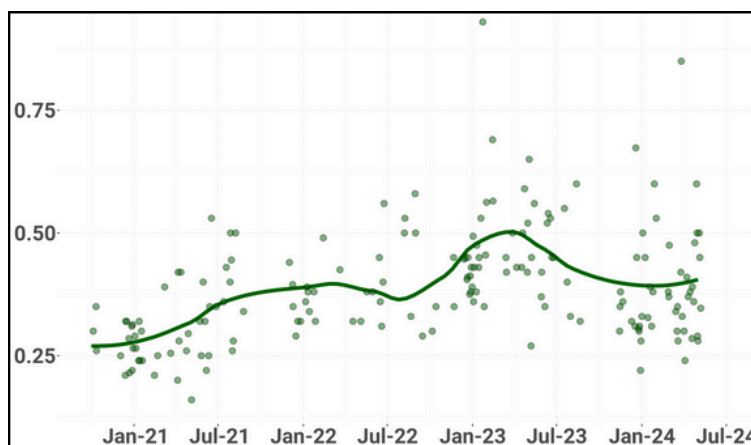
Since recent peaks back in 2022 and 2023, popular ag chemical prices have generally decreased with the exception of some products like Outlook® Herbicide. What has not changed, however, is the variation in the prices farmers are paying for the exact same products.

Across the products analyzed for this report, the median difference between the highest and lowest price paid was 72%. Several products saw a difference of more than 100%.

The graphs below examine national price trends, including average price, highest price paid, lowest price paid, and percentage price difference, for five popular ag chem products.

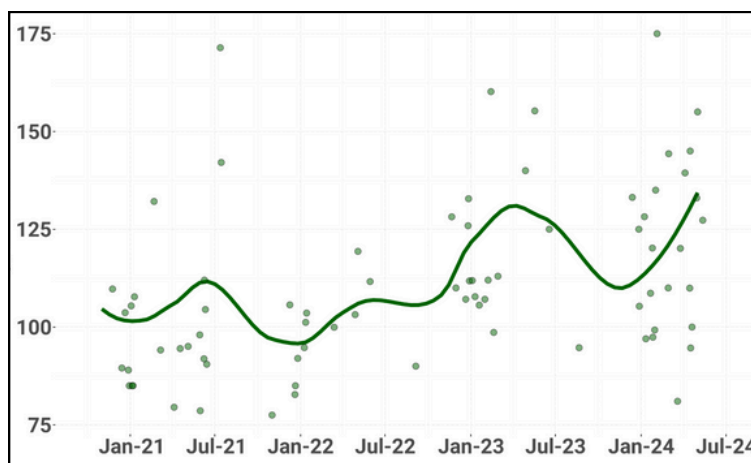
AMS (DRY) PRICE TRENDS (\$/LB)

- **Average Price:** \$0.74
- **Highest Price:** \$1.25
- **Lowest Price:** \$0.22
- **Price Difference:** 468.2%



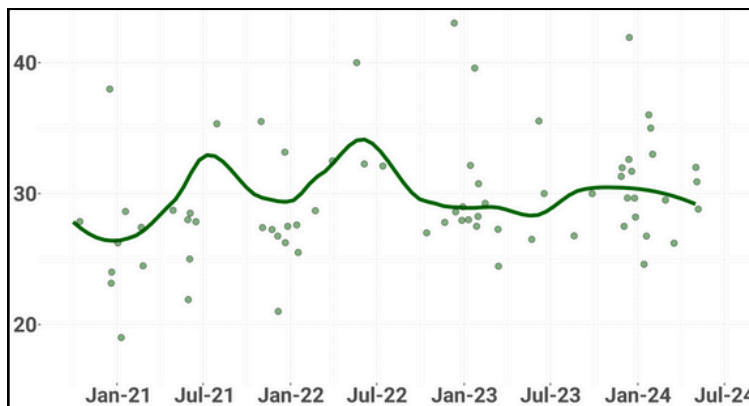
OUTLOOK® HERBICIDE PRICE TRENDS (\$/GAL)

- **Average Price:** \$128.03
- **Highest Price:** \$175.02
- **Lowest Price:** \$81.04
- **Price Difference:** 116%



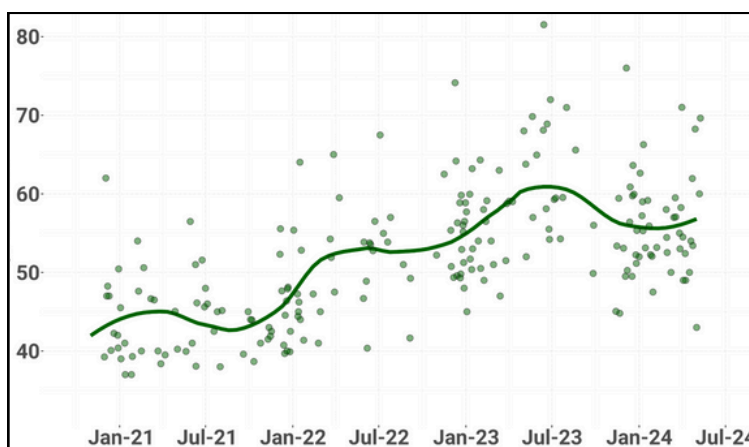
WARRANT[®] HERBICIDE PRICE TRENDS (\$/GAL)

- **Average Price:** \$34.62
- **Highest Price:** \$44.64
- **Lowest Price:** \$24.60
- **Price Difference:** 81.5%



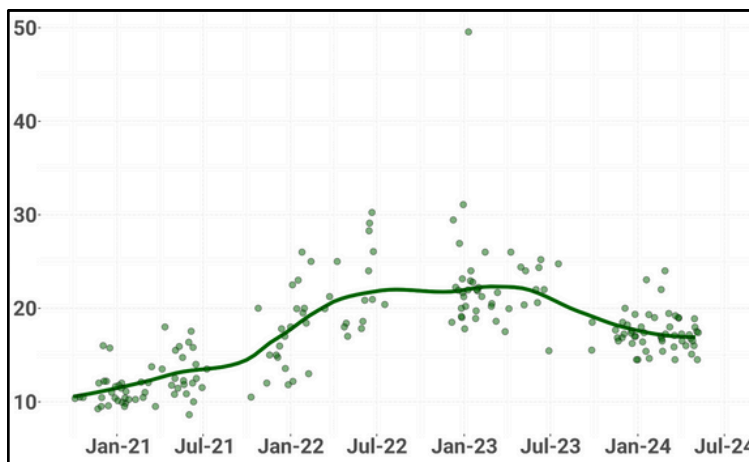
ENLIST ONE[®] HERBICIDE PRICE TRENDS (\$/GAL)

- **Average Price:** \$59.73
- **Highest Price:** \$76.45
- **Lowest Price:** \$43.00
- **Price Difference:** 77.8%



ATRAZINE 4 PRICE TRENDS (\$/GAL)

- **Average Price:** \$19.25
- **Highest Price:** \$24.00
- **Lowest Price:** \$14.50
- **Price Difference:** 65.5%



TOP 15 MOST VARIABLY PRICED PRODUCTS

Of the 120 chemicals analyzed, the 15 products below had the most notable pricing differences.

Product Name	Lowest Price (per Lb/Gal)	Highest Price (per Lb/Gal)	Price Difference
AMS (dry)	\$0.22	\$1.25	468%
2,4-D Low Vol 6	\$14.25	\$42.38	197%
Sonic® Herbicide	\$34.5	\$85	146%
InterLock®	\$50.26	\$116.29	131%
Class Act® NG®	\$10	\$22.61	126%
Outlook® Herbicide	\$81.04	\$175.02	116%
Explorer®	\$68.01	\$138.02	103%
32-0-0	\$0.13	\$0.25	92%
Veltyma® Fungicide	\$275.03	\$521.34	90%
Buccaneer® 5 Extra	\$15	27.88	86%
Roundup PowerMAX® 3	\$24.36	\$45	85%
Resicore®	\$40.74	\$74.01	82%
Warrant® Herbicide	\$24.60	\$44.64	82%
Enlist One™ Herbicide with Coley D Technology	\$43	\$76.45	78%
Liberty® 280 SL Herbicide	\$32	\$56.39	76%



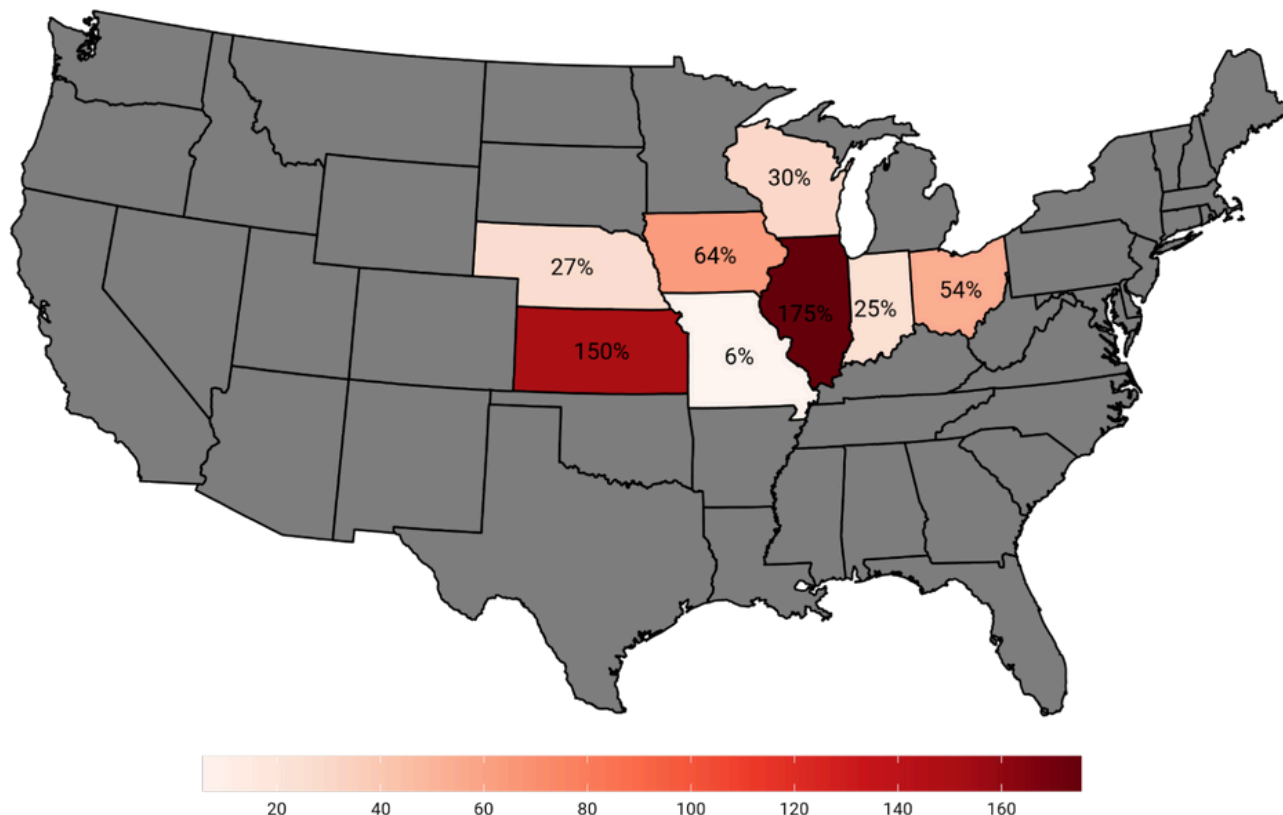
STATE CHEM PRICE DIFFERENCES

Regional pricing differences also illustrate how farmers in some states are prone to paying more for certain chemicals than other neighboring states. Within a single state, farmers can experience up to a 400% difference between the lowest and highest price paid for chem products.

2,4-D Low Vol 6, one of the most frequently included chemicals on farmer-submitted invoices, showed wide price variation even within the same state. There was a 175% difference between the lowest and highest prices paid in Illinois and a 150% difference in Nebraska, but only a 25% difference between the lowest and highest prices paid in Indiana.

Even farmers just five miles apart can pay very different prices. For example, one Minnesota farmer paid 27% more for the same product in virtually the same location as another farmer.

DIFFERENCE BETWEEN LOWEST AND HIGHEST PRICE PAID FOR 2,4-D LOW VOL 6



The following pages include more detailed price breakdowns for four popular chem products in various states across the U.S., including AMS (dry) in Illinois, Atrazine 4 in Minnesota, Enlist One® in Wisconsin, and Warrant® in Iowa. The pricing tables include select examples of price points submitted by farmers in each of those featured states.



Unit Price (\$/Pound)	Price Difference (%)	Price Difference vs. Lowest Available Price
\$0.25	0%	\$0
\$0.57	128%	\$0.32
\$0.58	132%	\$0.33
\$0.69	176%	\$0.44
\$0.8	220%	\$0.55

AMS (DRY) PRICES IN ILLINOIS



ATRAZINE 4 PRICES IN MINNESOTA



Unit Price (\$/Gallon)	Price Difference (%)	Price Difference vs. Lowest Available Price
\$14.5	0%	\$0
\$19	31%	\$4.50
\$19	31%	\$4.50
\$21	45%	\$6.50
\$21.94	51%	\$7.44

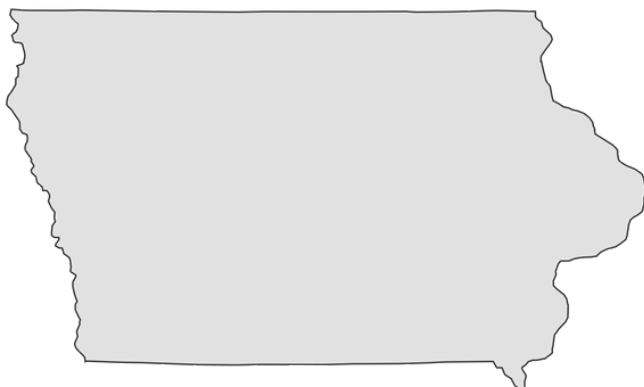


Unit Price (\$/Gallon)	Price Difference (%)	Price Difference vs. Lowest Available Price
\$53	0%	\$0
\$58.23	10%	\$6.43
\$59.43	12%	\$5.23
\$59.95	13%	\$15.24
\$68.24	29%	\$6.95

ENLIST ONE® PRICES IN WISCONSIN



WARRANT® PRICES IN IOWA



Unit Price (\$/Gallon)	Price Difference (%)	Price Difference vs. Lowest Available Price
\$24.6	0%	\$0
\$29.50	20%	\$4.90
\$35	42%	\$10.40
\$36.01	46%	\$11.41
\$44.64	81%	\$20.04



HARNESS THE POWER OF A 75,000+ FARMER NETWORK WITH FBN PRICE TRANSPARENCY TOOL

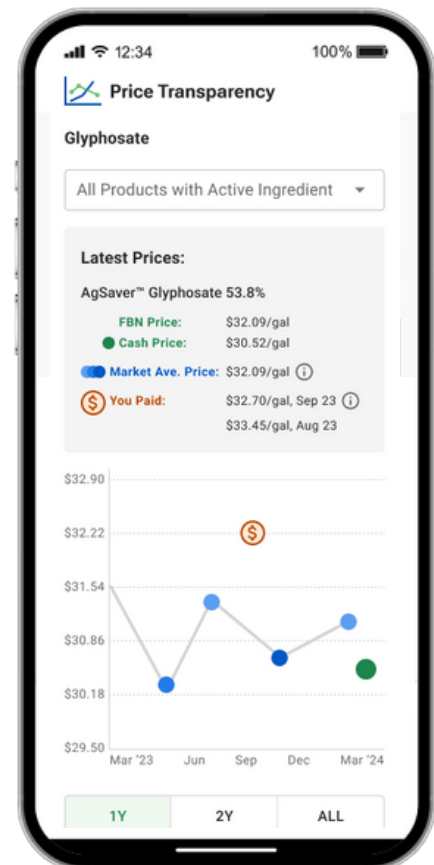
FBN was founded ten years ago with a Farmers First® mission based on the idea that sharing information with each other could help farmers level the playing field in agriculture and maximize their farm's profit potential.

As part of our ongoing commitment to putting *Farmers First*, the newly updated *FBN.com* Price Transparency tool shares exclusive active ingredient price insights, empowering farmers to compare prices and negotiate for fair deals using farmer-sourced market pricing data.

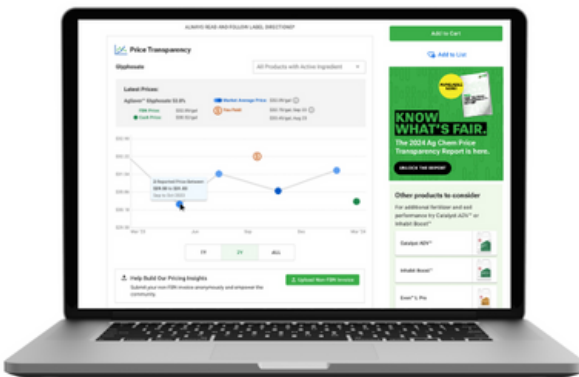
The updated tool allows *FBN* members to:

- See aggregated price statistics from network-powered invoice submissions for comparable products with the same active ingredient.
- Understand price trends around products over time to build confidence around when to purchase.

[Click here to try the newly updated tool by visiting a product page on *FBN.com*.](#)



The tool, however, is only as powerful as the data submitted by our farmer network. Farmers can submit data at any time, and the *FBN* Data Science team will aggregate and anonymize all submissions 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.
- Upload invoices directly via the *FBN* app by [clicking here](#).



GET THE AG PRODUCTS YOU NEED DELIVERED DIRECT TO YOUR FARM



75,000+
FARMER
MEMBERS



15%
AVERAGE
FARMER SAVINGS



21
U.S.
LOCATIONS

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- **Product Quality:** All *FBN* products go through a rigorous quality assurance procedure, ensuring reliability and efficacy in everything we sell.
- **World-Class Logistics:** Our logistics network spans 75% of growing acreage in the U.S. within a 250-mile radius, offering direct to farm delivery within 3 days of most purchases or with customized delivery timing based on your schedule.

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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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Roundup PowerMAX® is a registered trademark of Bayer Group.
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Veltyma® Fungicide is a registered trademark of BASF Ag Products.
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