



## Agriculture/ Horticulture

- Marketing Insights
- New Product Innovation
- Market Communications

Axiom Marketing  
3800 American Boulevard West, Suite 1130  
Bloomington, MN 55431  
(952) 224-2939  
[www.axiomcom.com](http://www.axiomcom.com)

---

# The Axiom Advantage

---

- **Cross-Functional Team**

- Senior-level staff with corporate experience in Fortune 500 and 100 companies
- Integrated experience in Market Research, New Product Development, and Marketing Communications
- Journalist-led PR team generates broadcast, print and online news and engagement
- Project-based structure helps you manage work and control outcomes

- **Agriculture/Horticulture Experience**

- 35+ years experience serving multinational agribusinesses and ag entrepreneurs
- Formulators of custom crop nutrients and animal feeds
- In-depth experience with specifiers including agronomists, crop consultants, vets, nutritionists and horticulturists
- Broad agronomic, soil science and nutrition expertise
- Deep knowledge of channel partners



---

# Helping Get to the Next Big Idea Through...

---

**Insights**



**Innovation**



**Strategy**



**Communications**



---

*Positively Different Marketing*



---

# How Does Axiom Accelerate Solutions?

---

***Through deep experience and understanding of markets and trends***

Axiom brings the skills and experience to cut through marketing clutter.

***By developing and curating leading-edge content***

Axiom has deep industry roots in traditional and digital media to encourage engagement and adoption.

***By identifying and prioritizing innovation that is actionable***

We unearth insights to develop creative, delivery methods, potential products and services that fill market gaps and needs.

***By motivating B2B/B2C behaviors that provide the win-win***

Activating insights to improve strategic positions and trigger adoption and purchase.

---

***Positively Different Marketing***



---

# Creating a Greenhouse in the field

---

## CHALLENGE

**Introduce and position a moisture management system to help growers optimize irrigation programs and fertigation sets.**

## SOLUTION

- Position new moisture management system as unique tool in making the most intelligent choices to optimize water use in high-value crops.
- Provide guided walking tours to showcase real-time, in-depth field intelligence provide precision control moisture management system to growers, specifiers and media.
- Develop collateral material and press releases sales tools.

## RESULTS

- Increased sales by 30% and enhanced reputation of leading drip system irrigation company.
- Lead to acquisition by one of world's largest agricultural equipment companies.



---

# Proving Benefits of ‘Holding Soil Open’

---

## CHALLENGE

Position ag polymer products company as legitimate, high-quality solution for control of water and soil stability in high-value seasonal and permanent crops.

## SOLUTION

- Creative awareness and interest by offering on-farm trials of product to major producers of strawberries, lettuce, carrots, potatoes, broccoli and fruit and tree nuts.
- Prove legitimacy of polymer products to “hold soil open” by stabilizing structure of individual particles, and their aggregates.
- Create website to enhance brand position and stability of company.

## RESULTS

- Exceeded sales goals in key West Coast markets by 110% in first year of trials.
- Converted two of biggest fresh vegetable producers to routine use of product(s).
- Established company as market leader for agricultural polymer products proven to dramatically improve air and water penetration.

---

# Soil Science and Nutrient Formulation

---

## CHALLENGE

**Create an OMRI-certified fertilizer that improves efficacy of nutrient uptake and increases harvest output for premium crops in California.**

## SOLUTION

- Create a nutrient platform based on carbohydrates and beneficial microbes.
- Effort included negotiating sourcing of proprietary ingredients and formulation.
- Create and execute test protocol on fruits, vegetables, grasses and other permanent crops in conjunction with U.C. Davis.

## RESULTS

- Product approved by OMRI and University of Washington Organic standards.
- Testing demonstrated 17-25% increases in crop weight depending on soil type and nutrient concentration.
- Developing granular versions of the platform.
- Product in distribution at two of the leading West Coast nutrient retailers.

# Agriculture & Horticulture Experience



---

# Next Steps:

---

**Thank you.** We look forward to helping you augment your team and accelerate your business to the next level.

## The Axiom Team

Contact us at:  
(952) 224-2939, x11  
[www.axiomcom.com](http://www.axiomcom.com)

---

*Positively Different Marketing*

