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FBN expands portfolio with 10 new crop protection products, digital tools, and strengthens supply chain

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Latest investments showcase steadfast commitment to Canadian growers



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Farmers Business Network, Inc. (FBNÂ®), the global AgTech platform and farmer-to-farmer network, today announced the addition of 10 innovative Crop Protection products under the FBN Brand, reinforcing the company's steadfast commitment to Canadian growers.

Eight of FBNâ??s new crop protection products support wheat growers, including: *FBN* ProTEB, *FBN* 2,4-D, *FBN* MCPA, *FBN* Fluroxypyr, and *FBN* Azoxy and three cutting-edge Wheat CoPacks â?? *FBN* BlackTail™, *FBN* CapTTain CoPak™, and *FBN* Sterling™. While FBN is also expanding its fungicide portfolio with the addition of *FBN* Prothio, *FBN* ProTEB, and *FBN* Azoxy.

In the run up to Planting 2024, FBN is also proud to launch its *FBN* Acre Plans. *FBN* Acre Plans is an entirely digital crop protection planning system to help growers optimize input planning and purchasing.

These new Crop Protection products for Canada include:

- **FBN Fluroxypyr 180 EC:**Â The top kochia and cleaver control active for post-emergent use in wheat and barley.
- **FBN 2,4-D Ester 700 EC:Â** Tried and tested 2,4-D Ester from FBN.
- **FBN MCPA Ester 600 EC:**Â Tried and tested MCPA Ester from FBN.
- **FBN ProTEB 250 EC:**Â Contains Prothioconazole and Tebuconazole which are the active ingredients in ProsaroÂ®, one of the top products to manage fusarium.

- **FBN Prothio 480 SC:**Â Contains Prothioconazole, the active ingredient in ProlineÂ®, one of the top fungicides for sclerotinia management in canola.
- **FBN Azoxy 250 SC:**Â Contains Azoxystrobin, the active ingredient in QuadrisÂ®, a proven product for protection against diseases in potatoes and pulse crops.
- **FBNÂ *CapTTain CoPak*:Â** Contains 2,4-D and Fluroxypyr, the active ingredients in OcTTainÂ® one of the top products for broadleaf weed controls in Wheat and Barley.
- **FBNÂ *Sterling*:Â** Contains Fluroxypyr, Florasulam and MCPA, the active ingredients in StellarÂ®, a multi mode-of-action product for broadleaf weed control in wheat and barley.
- **FBNÂ BlackTail:Â** Contains Carfentrazone and 2,4-D, the active ingredients in BlackhawkÂ®, a multi mode-of-action add-in for your burnoff to manage resistant kochia and many other broadleaf weeds.
- **Maxunitech Sulfentrazone:**Â The first post-patent alternative to Authority(R) 480 in Canada. A pre-emergent option for management of resistant kochia and other broadleaf weeds.

In addition to expanded product offerings, FBN is making strategic investments to enhance the shopping and delivery experience for growers. During checkout, products are intelligently grouped based on their use period, such as pre-season or in-season and delivered in two waves, providing greater order traceability and passing savings on to farmers. FBN's purpose built delivery network assures farmer members that these offerings will be delivered well before critical dates, so farmers have the tools they need for a successful 2024. FBN has expanded its delivery network so now 97% of growing acreage in Canada is within a 250-mile radius of a FBN logistics center.

In 2023, FBN opened its flagship Canadian distribution center in Saskatoon, bringing enhanced delivery service through its network of eight Canadian fulfillment centers. FBN Canada now represents over 9,700 members across more than 31 million acres. Prosaro, Proline is a registered trademark of Bayer Intellectual Property GmbH. Quadris is a registered trademark of Syngenta Limited. OcTTain and Stellar are registered trademarks of Corteva Agriscience LLC. Blackhawk is a registered trademark of Nufarm Agriculture Inc.