

# Agrellus Proving Ground for Manufacturers Applauded by Farm Leaders

*"Single Shot" and "Crop Term" Proving Ground initiatives provide Farm Leaders with much needed, Independently Certified input data*

LUBBOCK, TEXAS, USA, February 6, 2023 /EINPresswire.com/ -- [AGRELLUS, INC.](https://www.agrellus.com), North America's Agricultural Marketplace for input solutions influencing over 365,000 farming operations continues its launch of ["Proving Ground"](#) for leading manufacturers of biologicals and regenerative farm products with amazing feedback.



The graphic features the Agrellus logo (a stylized leaf icon and the word 'agrellus' in green) and the text 'Agrellus Marketplace'. Below this is a section titled 'Proving Ground' with a description: 'The Agrellus agronomic and economic algorithm utilizes over 370 data points derived from real farming practices to inform a performance outcome indicator that you can trust!'. A button labeled 'Nominate a Product' is present. To the right is a circular 'AE Performance Indicator' chart with segments for 'Very poor', 'Poor', 'Fair', 'Good', 'Great', and 'Excellent'. Below the graphic is the text 'Agrellus Proving Ground Crop Term Initiative'.

"It's not often that a product gets such high praise from the farming community right off the bat. Yet, that is what happened when Holiday CS's AgA passed through over 370 data points inside Proving Ground and proved its potential for economic impact at practical farm scale." remarks Evan Stone, VP of Business Development at Agrellus. "Our Proving Ground product was

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*Evan Stone*

specifically designed by Farmer Leaders to get a trusted read-out on product performance at scale, and AgA was frankly quite the surprise at the end of the day" adds Stone.

The Agrellus Marketplace announced its launch of Proving Ground in January of this year, after a season of development with Farm Leaders across the US. The

agronomic and economic impact data revealed to the farm operations was like nothing else in the Ag industry. New and existing Ag products ranging from specialty applications to biologicals are analyzed in "Single Shot" fast tracks and fully comprehensive "Crop Term" season long farm scale prescriptions. Each subscription is fully managed and independently analyzed 100% by the Agrellus team and yields an agronomic and economic score with certification.

Farm Leaders and growers that access the data on the Agrellus Marketplace are presented with independent product performance validation at farm scale. “A breath of fresh air” from the marketing tease of manufacturers”, explains one of the Agrellus Farm Leaders in Texas.

Later this year Agrellus is launching its work with the “[Real Carbon](#)” initiative and Partners making use of Proving Ground and a series of data points for validating carbon sequestration and regeneration factors. The goal of Agrellus Real Carbon is to allow farmers the absolute highest return on “farming practice equity” for payout in regeneration and carbon related initiatives within a compressed timescale. Agrellus will be announcing additional information on Real Carbon in the Fall of 2023.

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About Agrellus, Inc. (a Delaware corporation)

Agrellus is the only digital marketplace solution where the Farmer always wins, supported by certified retailers in the local community every hour of every day!

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