

Phenotype Screening

C O R P O R A T I O N

enabling discovery

Service Description

The Power of the Whole Picture

- ✓ Plant Developmental Stage
- ✓ Plant Height
- ✓ Stalk Diameter
- ✓ Leaf Area
- ✓ Chlorophyll Content

- ✓ Projected Root Area
- ✓ Total Root Length
- ✓ Total Root - Transect Crossings
- ✓ Root Distribution by Depth



- ✓ Total Dry Weight Biomass
- ✓ Shoot Dry Weight Biomass
- ✓ Root Dry Weight Biomass
- ✓ Root/Shoot Dry Weight Biomass Ratio

The Power of the Whole Picture

For over a decade Phenotype Screening Corporation has been providing state-of-the-art technology that gives our clients the power of the whole picture.

This technology not only offers a "look" at what a plant is doing above ground but also what the plant's root system is doing below ground. This holistic and patented approach produces insight into plant health and development that was previously not practical.

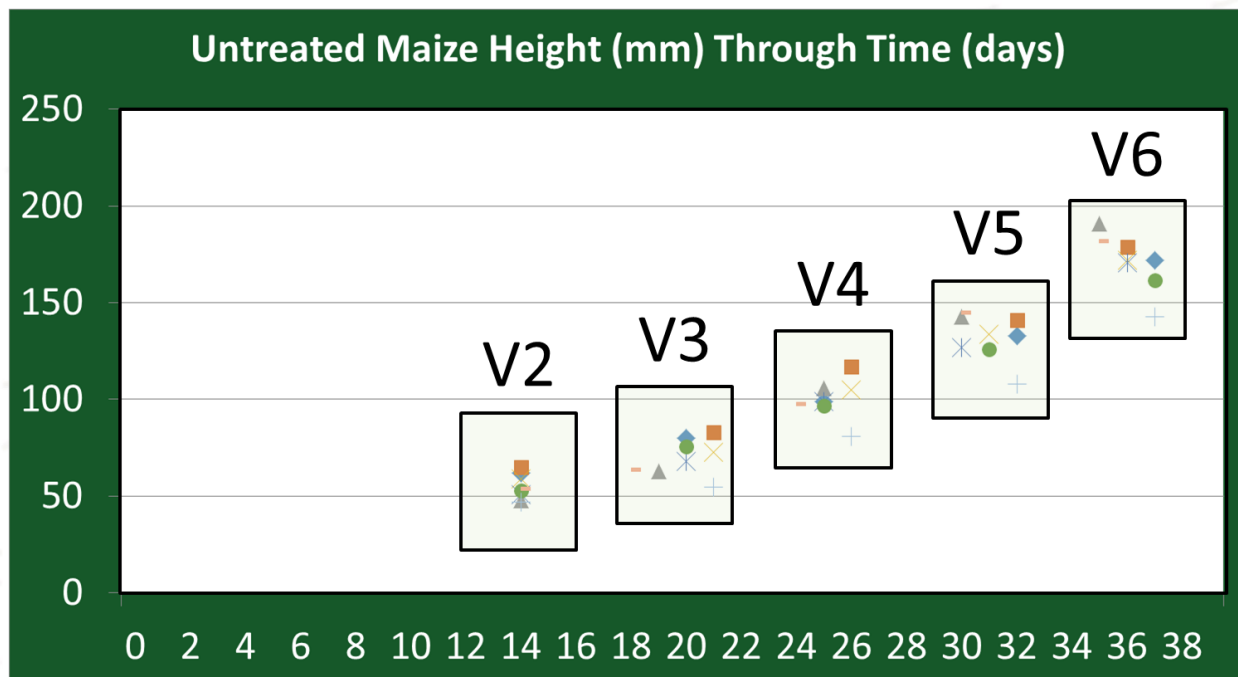
Modern, commercial, whole plant phenotyping requires the ability to determine an organism's development through both space and time in order to capture G x E x M inter-

actions. We characterize the above ground and below ground effects of chemical and biological formulations, concentrations, application timings and combinations on plant maturity rate and growth. Using automated analysis software quantitative data is acquired and presented exactly the way the client requires to understand their products' performance over time. This provides identification and independent validation of their products' unique value proposition for today's sophisticated growers. Better informed growers produce better outcomes in fields across America.

Service Description

The Power of the Whole Picture

(continued)



Detailed View of How Eight Individual Untreated Plants Progress Through Time Under Moderate Temperatures

Product Development Acceleration

Our controlled environment, short growing cycle experiments (six weeks) give you rapid feedback on active ingredient potential. Formulations, concentrations, dose rates, application timing and product combinations can be quickly assessed for key plant performance traits. This allows for better selection of what you take to field trials. This can dramatically reduce product development time.

Marketing Focus

Our data packages clarify how your product affects plant health and development. No product can be all things to all people in all situations. The information we provide allows for focused messaging on your product's competitive advantages in the marketplace.

Sales Tools

Today's growers are the most sophisticated ever. They are also naturally cautious of new products. They require scientifically credible evidence of your products efficacy before they will even try it in a small subset of their field. We give you the data to help your sales staff close the deal.

At Phenotype Screening Corporation we provide the power of the whole picture - better technology, better data, better decisions, better outcomes.

