

# Niche Efficacy Projects

And Their Management

# What Are Niche Projects?

Unique pest, soil type, or other agronomic challenge that you can consistently test well and provide good data to sponsors and that is not offered by many other CROs.

# What Are Some Examples?

Nematodes - Cyst, Root-Knot, etc.

Pests - Tar Spot, Billbugs, SDS, etc.

Soil Issues - IDC, Saline & Sodic Soils, High pH, Very High or Low Organic Matter, etc.

# Challenges of Niche Projects

Inconsistent  
Pressure

High  
Variability

Limited  
Space

Low Trial  
Volume

# Managing The Challenges

## Inconsistent Pressure

- Manage Alternate Years to Build Pressure - Susceptible Varieties
- Inoculate
- Over-Spray, Over-Fertilize

## Managing The Challenges

# High Variability

- Smaller Plots
- Used Paired Checks
- Block  
Appropriately

# Managing The Challenges

## Limited Space

- Expand as with Management (or Mis-Management?)
- Smaller Plots
- Charge a Premium

# Managing The Challenges

## Low Trial Volume

- Become the Go-To CRO for this Niche
- Deliver Consistent Results
- Five High Value Trials is OK

# Benefits of Niche Projects?

Higher Value  
Trials

Consistent and  
Predictable  
Work

Name  
Recognition

## Benefits of Niche Projects

# Higher Value Trials

- Limited Space
- Difficulty
- Limited Availability
- Deliver Good Results
- Charge a Premium

## Benefits of Niche Projects

### Consistent Work

- Reliable Trials Every Year
- Not High Volume, but Builds Core Revenue
- Nothing Guaranteed
- Reputation Extremely Important

## Benefits of Niche Projects

### Name Recognition

- Deliver Good Data on Difficult Trials
- Can Lead to Other Trials
- Become One of the Few to Offer a Particular Niche

# Questions?

**ALPHA**  
AG RESEARCH