AgriMarketing®
P.O. Box 396, Adel, IA 50003
Ph: 515/344-7673
www.AgriMarketing.com

2026 Product of the Year Entry Form

Eligibility: Product/service must have been on the market for a minimum of three years or is in its third use (such as planting, applying, harvesting, feeding, etc.) season.

Note: Entry is to be submitted in a low resolution pdf format. Include photo(s) of the product

To review past honorees, go to www.AgriMarketing.com, from upper left hand corner, access "Archived Issues" link. Select 2026 January/February issue.

Product or Service Name: _____

Provider's (Manufacturer) Name: _____
Your Name: _____
Your Title: _____
Your Organization: _____
Your Address: _____
Your City/State/Zip: _____
Your Phone: _____
Your E-mail: _____

Date of product introduction (commercialization) or re-introduction: _____
Type of product/product category/product use: _____
_____

Geographical distribution: Regional ❒ National ❒ International ❒

_____

Judging Criteria — please provide the following information on separate pages. Points indicate weighting of criteria for judging.

1. Market Environment (20 points)
   - Description of the product/service: _____
     _____
     _____
     _____
     _____

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2. Industry Recognition (10 points)

- List awards and honors received (research, marketing/communications, trials, etc.)

3. Benefit and value added to the marketplace (35 points)

- How has the product or service benefited the marketplace and/or the user of the product?
- How has it made the user more efficient (increased yields, saved time, lowered costs, etc.)?
- How has it improved user's income and bottom line?
- What activities have you implemented to make the product/service more sustainable in its manufacture and to the environment?
- Other benefits and value for the marketplace?

4. Strategic marketing/sales approach (25 points)

- Analysis and understanding of market needs and evaluation of marketing/sales efforts.
- Innovative marketing/sales approaches to achieve goals and objectives.
- Accomplishments, changes and responses to competitive challenges and market reactions.
- Integrated sales and marketing activities in achieving goals and objectives.

5. Summary: Why should this product or brand be given this honor? (10 points)

- Provide rationale in executive summary form as to why product should be chosen for this award. Add in any other details or reasons not included in the above sections.

Deadline for completed entries is **Thursday, December 10, 2026**.

E-mail entry to: LynnH@AgriMarketing.com

Thank you!