

New Product Evaluation Tool

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Evaluates a new seed/fertilizer/pesticide product a company is pushing — demand fit, genuineness/registration, margin, trial/demo need and risk — with a stock/skip/demo-first call. Use it before committing to a new line. For the whole range use the Product Mix Planner.

Purpose of this tool & output

Decide whether to stock a new input

How the output is used

Use it to decide whether to stock a new input a company is pushing — check the fit, farmer demand, margin and the risk before committing shelf space and cash.

Important cautions

Stock only products legally registered and labelled for the intended crop-use. Demo new seed and chemistry with a few farmers before pushing volume — a failed new product costs farmer trust and can create liability and dead stock. Verify registration status.

Companion documents

- Product Mix & Assortment Planner
- Seed Portfolio & Variety Planner
- Fertilizer Range & Nutrient Planner
- Crop-Protection Range Planner
- Supplier & Distributor Selection
- Organic & Bio-Input Range Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.