

LBP (LICENSED BUSINESS PARTNER)

# OPPORTUNITY OVERVIEW





---

## EXECUTIVE SUMMARY



Thank you for your interest in the Licensed-Business Partner (LBP) opportunity. This investment opportunity, recognized by the Canadian Franchise Association, is timely, leading-edge, profitable, and rewarding.

**TIMELY.** With today's global focus on sustaining our planet and managing our food supply, our soil is a critical resource. Only 11% of the earth's surface is arable for agriculture. With an estimated 9.1 billion people to feed in our world by 2050, food production will need to increase by 70%. An investment in sustainable agriculture is an investment in the future. The Food and

Agriculture Organization of the United Nations states, "[agriculture] will need new technologies to grow more from less land, with fewer hands."<sup>1</sup> PRS<sup>®</sup> Technology is one of these technologies.

**LEADING EDGE.** It is the combination of the award-winning PRS<sup>®</sup> Technology (PRS<sup>®</sup> Probes and PRS CropCaster<sup>®</sup>), the award-winning business model (PRS CropCaster<sup>®</sup> Cycle), partnered with time-proven success in the market that creates an immediate and sustainable advantage for every Licensed-Business Partner. The science behind the PRS<sup>®</sup> Technology received the 2004 Synergy Award for Innovation from Natural Sciences and Engineering Research Council of Canada (2004)<sup>2</sup>; the business model was awarded Innovate North Dakota Idea Champion (2007)<sup>3</sup>. And, Western Ag's President Ken Greer was a finalist in the EY Entrepreneur of the Year<sup>™</sup> 2014 awards.

**PROFITABLE.** The profitable business model demonstrates a low operating cost base and moderate financial risk, providing local growth targets are met. Currently, there are four existing LBPs in Canada.

**REWARDING.** PRS<sup>®</sup> Technology provides you a forum to make a tangible difference in your part of the world: work with farmers to *Grow More Profit*, produce more food, and be attentive stewards of the land. This is a unique opportunity to own a profitable, entrepreneurial business with tremendous growth potential, while at the same time empowering the agriculture industry to attain the global objectives of greater environmental stewardship and food security.

For more information please contact:

**Matt Lichtenwald**  
Finance & Operations  
Western Ag Global

Phone: (844) 435-9272 Ext. 1132  
Email: [mattlichtenwald@westernag.ca](mailto:mattlichtenwald@westernag.ca)  
[www.westernag.ca](http://www.westernag.ca)

---

<sup>1</sup> <http://www.fao.org/wsfs/forum2050/wsfs-forum/en/>

<sup>2</sup> [http://www.nserc-crsng.gc.ca/Prizes-Prix/Synergie-Synergie/Past-Anciens\\_eng.asp?Year=2004](http://www.nserc-crsng.gc.ca/Prizes-Prix/Synergie-Synergie/Past-Anciens_eng.asp?Year=2004)

<sup>3</sup> <http://www.commerce.nd.gov/innovate/innovatend/meet-past-innovate-nd-idea-champions/2007-idea-champions/>