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March 9, 2021

Dr. Rob Myers
University of Missouri
238 Agriculture Engineering Bldg.
Columbia, MO 65211

Dear Dr. Myers:

The Agricultural Retailers Association represents a diverse collection of companies serving the U.S. agriculture industry, including many companies that sell cover crop seed and provide cover crop management services to farmers. Due to the interest from many of our member companies on cover crop business opportunities, I am writing to indicate our general support for your USDA-NIFA grant application entitled "Catalyzing a Billion Cover Crop Seed Industry."

I understand you are asking one of our recent ARA national chairs, Gary Farrell of Ag Enterprise Supply, Inc., to be on your project's advisory committee. We are glad to see ag retail advisors involved with a project like this and could supply additional names of company contacts if you wish to gather supplemental input from the ag retail sector.

If your project is funded, our office can be a contact point on surveying ag retail company leaders about opportunities and needs they have related to seed sales of improved cover crop varieties. I also think some of our members will have interest in your proposed National Cover Crop Variety Testing Network annual report that will summarize regional performance of new and improved cover crop varieties.

Best wishes on your proposed cover crop seed industry project with university, ARS, and industry partners from across the U.S.

Sincerely yours,

W. Daren Coppock
President and CEO