

# Virtualizing the Business of Agriculture

## Software Guide 2021

Highland Ag Solutions | 590 NW 3rd Street | Mulberry, Florida 33860

[info@highlandag.com](mailto:info@highlandag.com) | [www.highlandhasit.com](http://www.highlandhasit.com) | 863-844-4263



**JUSTIN MACHELL**  
Chief Executive Officer

When I think about the Highland brand and what we want it to convey, I think about our love and passion for farmers and the food distribution chain that supports them.

In today's global marketplace, competition amongst food producers has never been stronger and regulatory compliance so challenging and costly. There is a need for innovation and technology to help farmers more professionally manage their businesses. We are driven to meet this need by developing world-class software and creative solutions to tackle the industry's most pressing needs and virtualize the business of agriculture.

When we see a customer take back control of their business instead of letting the business run them, it's an amazing transformation. We strive to be our customers' most valued, trusted partner and not just another cost of doing business.

*Justin MacHell*



## THE 7 HIGHLAND PRINCIPLES

The CUSTOMER always comes FIRST.

Pass negatives UP and positives DOWN.

BELIEVE. There is no task too difficult if we are determined to do it.

Treat others as you want to be treated with RESPECT, DIGNITY, and HONESTY.

Team BEFORE self.

Always strive for PERFECTION.

When in doubt, RULE NUMBER ONE HAS PRIORITY.

## Virtualizing the Business of Agriculture

### OUR MISSION

Highland Ag Solutions exists to virtualize the business of agriculture through comprehensive and innovative software called Highland Hub.

### OUR VISION

Highland Ag Solutions believes in an innovative and transparent agriculture industry, and it begins with technology. Highland Hub is the leading platform that we believe will propel the industry forward by reducing the burden on all aspects of the fresh food supply chain.





**STEVE MAXWELL**  
Founder, Chairman of the Board



We're introducing powerful technologies that make agriculture more transparent, more predictable and less costly in order to help growers thrive today - and plan smart for tomorrow.

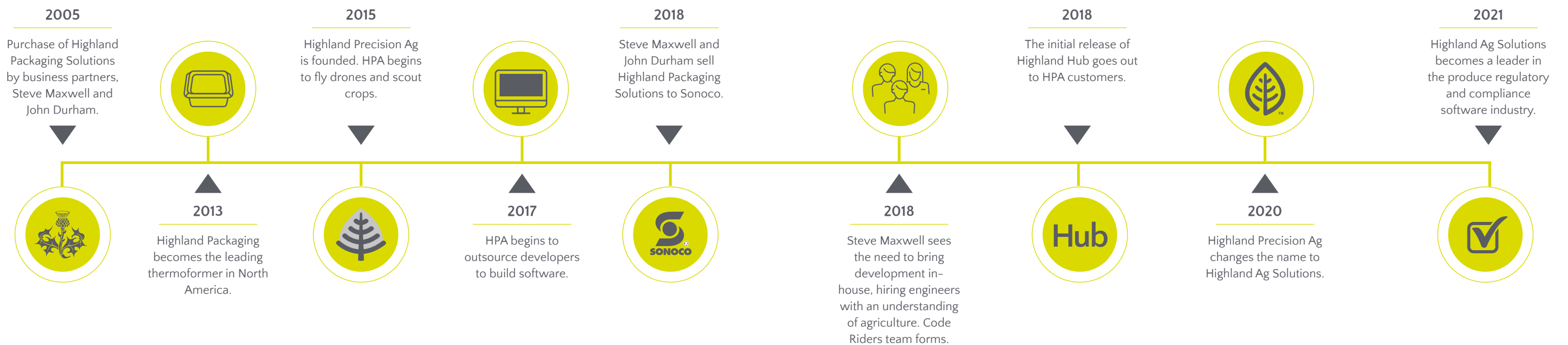
## OUR STORY

Founder, Steve Maxwell served as Vice President for Ben Hill Griffin, Inc. producing marketing and packaging for 10 years. In 2003, Steve left Ben Hill Griffin to work for Highland Distribution Services, on the promise that the owner would sell to Steve in a couple of years.

In 2005, Steve and his lifelong friend, John Durham, purchased the company and began the work of converting the regional distributor of agricultural packaging products to a global manufacturer of quality agricultural packaging. When purchased, Highland was solely a distribution company with \$4 million in sales

annually, and in 10 years grew to a value of \$150 million with a renowned national reputation.

Steve formed Highland Ag Solutions, located in Mulberry, Florida in 2015, with the mission of helping all farmers and growing operations reach their full potential. The idea was simple for Steve, follow the same formula that he created for the packaging business, where agricultural business owners, marketers and packinghouse managers can get everything they need in one place with a service model that puts them first. Highland Ag Solutions was formed, creating the one-source powerhouse of agricultural technology services.



WHAT OUR CUSTOMERS ARE SAYING



“

The most used piece of the software for Anna’s Garden is Crop IQ. Keeping up with spray records for the farm can be done on the phone while in the tractor. No more transferring notes from paper to computer. Seeing the fields mapped and logging the product used in the database has been very time saving. Highland is continuously taking suggestions from users to make the program more user friendly, even for the digitally challenged like me!

**BETH MCQUAIG-MCINTYRE**  
Owner, Anna’s Garden



“

I highly recommend Highland Hub software because it is well designed and well serviced. When they first demonstrated it for me, I was using a competitor’s software, but knew within the first 15 minutes that I would be making a change. The software is a much better value, as well as very user-friendly and customized to my needs. Any questions I have, or issues I face, are immediately addressed with a call to Customer Support and they answer the phone every time!

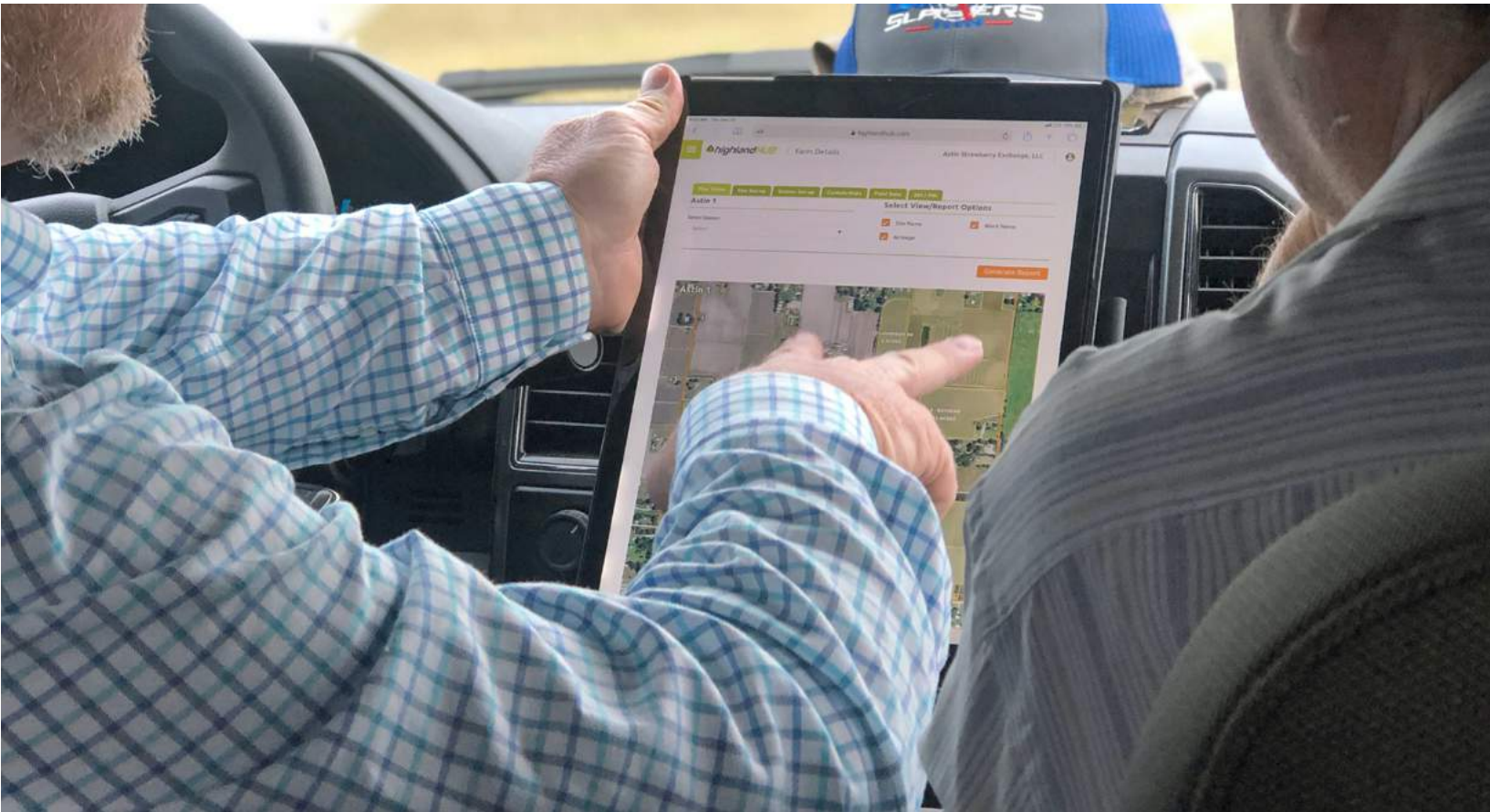
**WENDELL STOCKTON**  
Food Safety Director  
Grimmway Farms



TRUSTED BY



MEMBERS OF



Agriculture is dynamic,  
your digital solutions should make  
things simple.

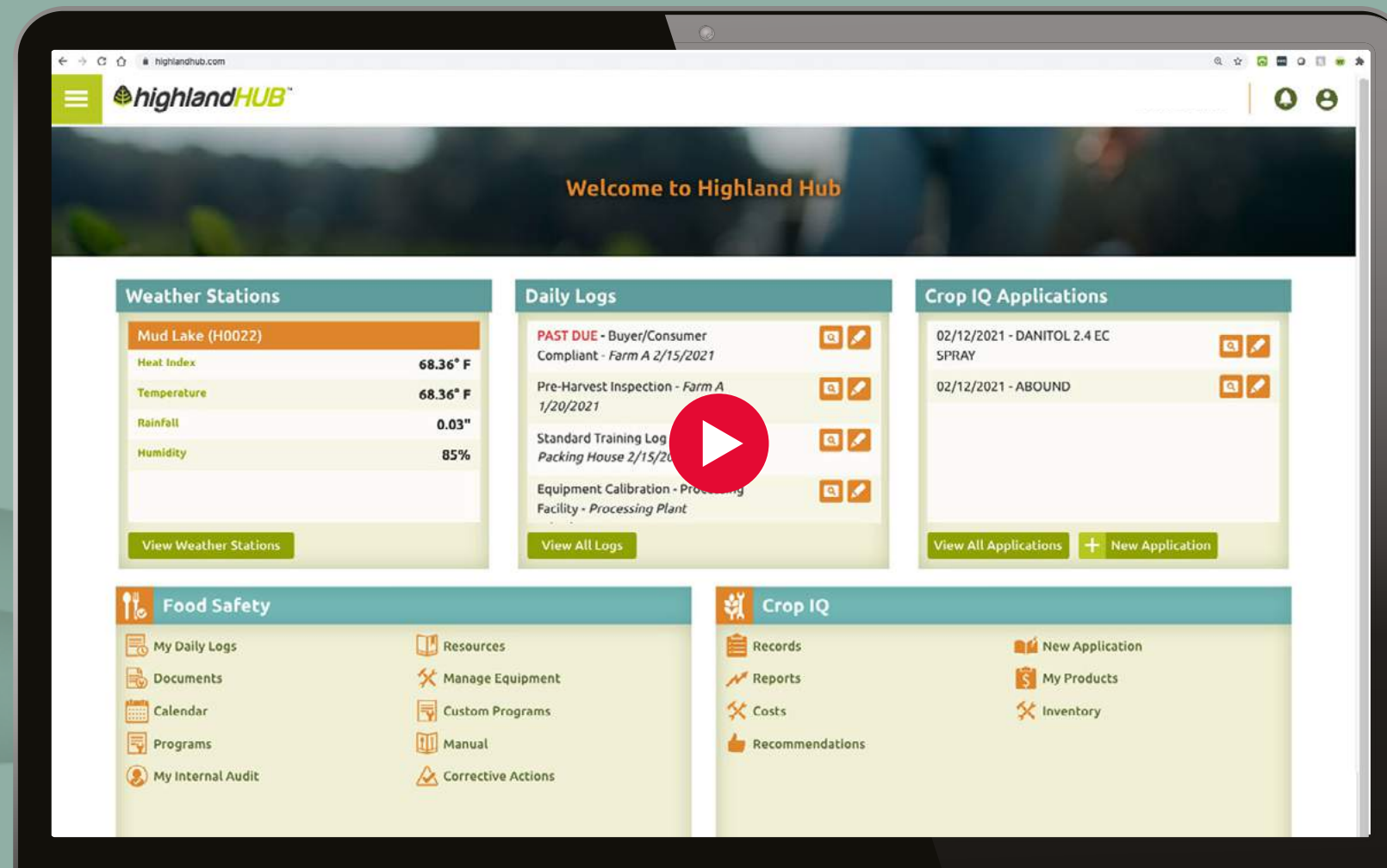
Agriculture is dynamic, your digital solutions  
should make things simple.

“Our mission is to virtualize the  
business of agriculture through a  
comprehensive and innovative  
software called Highland Hub.”

As a leader in the produce industry, we  
provide digital solutions for food safety,  
compliance, and data management  
through one digital ecosystem. Highland  
Hub is comprised of resources to connect,  
streamline, and simplify the business of  
agriculture.

“By harnessing the power of the  
Highland Hub; growers, packers,  
shippers and retailers can  
seamlessly receive and exchange  
on-demand, real-time insights  
into the critical elements of food  
production.”

We pride ourselves on a customer-centric  
business model where we work together to  
create easy-to-use, time-saving solutions  
to master the uniquely complex challenges  
surrounding food safety and regulatory  
compliance in a global market.





## FS365

### Constant Reliance for Your Food Safety Compliance

Beginning with daily logs and ending with an audit report, FS365 offers the tools needed to ensure your entire operation's food safety documentation is audit ready, 365 days a year on a virtual platform.



## LABS

### Keep Tabs on Your Labs

Record, organize and run reports on lab results from your operation. Additionally link directly to your lab company to eliminate the loss of paper lab results.



## SITE DETAILS

### Have Every Reason to Track Your Season

Record custom planting information which includes variety, planting ID, plant date, vendor, lot number and custom fields. Record accurate plant spacing to calculate net acreage.



## CROP IQ

### Manage Your Field for Maximum Yield

Crop IQ is designed to help growers manage crop protection and fertilizer application records effectively with the ability to run custom reports, see farm inventory, and receive REI/ PHI notifications in real-time.



## SUPPLIER PORTAL

### Manage Your Suppliers and Providers

Organize company suppliers with ease. Export supplier documentation requests to your suppliers as an external link to avoid having to track down documentation.



## SCOUTING REPORTS

### Have No Doubts When You Can See Live Scouts

Complete live scouting reports by dropping a pin in a field and noting what the pest, disease and threshold is. Attach pictures and notes to better determine plan of action.

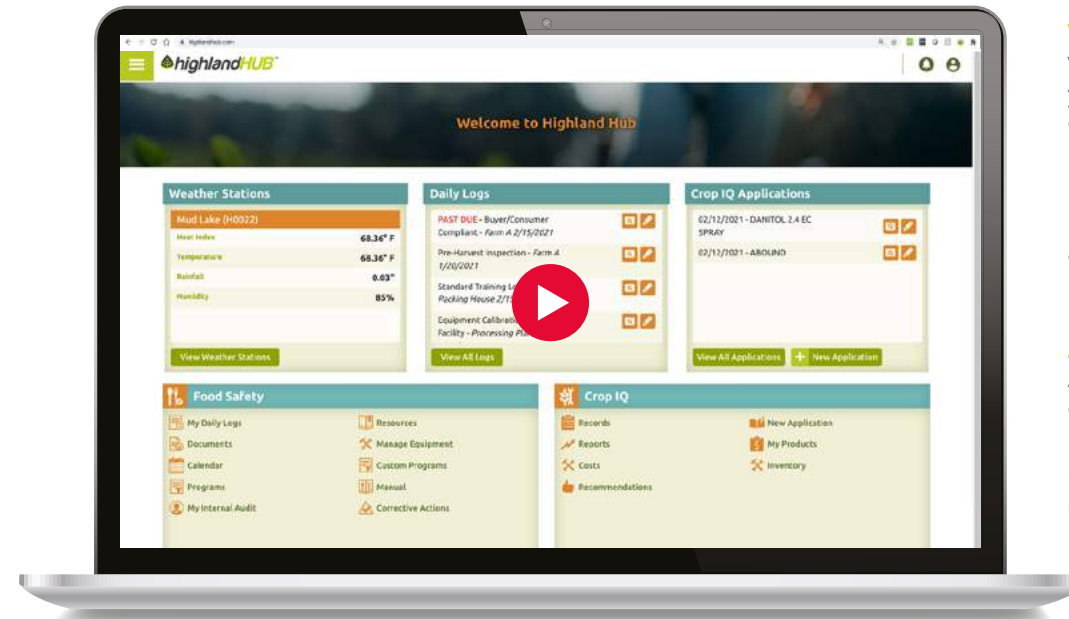


## HIGHLAND AG MARKETWATCH™

### What Gets Measured, Gets Managed

A proprietary application that provides essential fresh produce market data and insights.



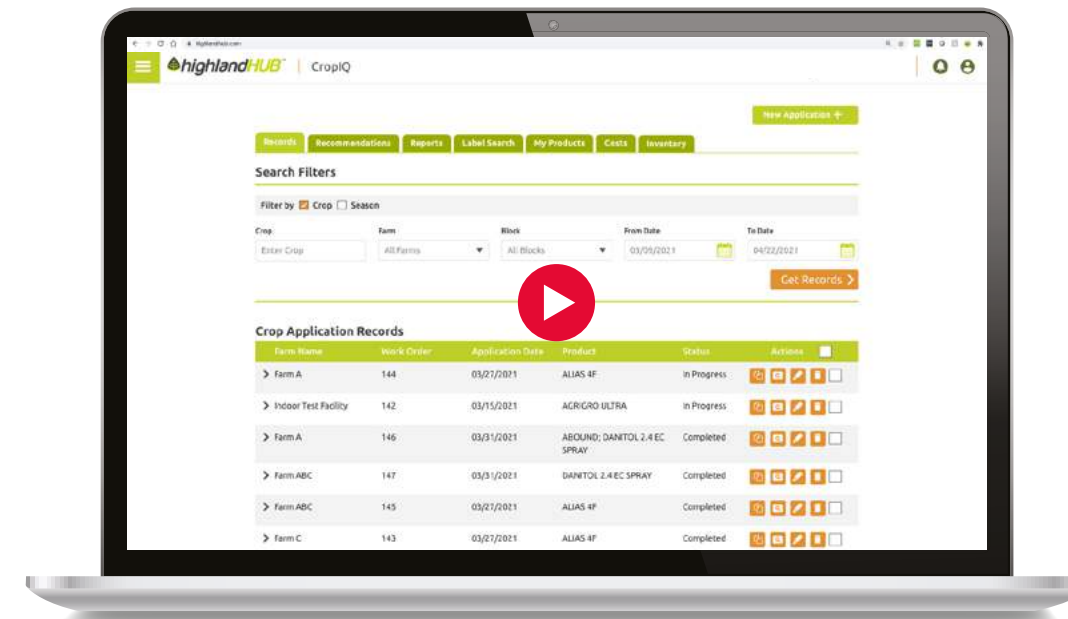


**VIEW**  
View information about your operation from any device.

**MANAGE**  
Manage all regulatory and compliance in one platform.

**ACCESS**  
Access to view real-time data at any time.

**COMPLETE**  
Complete electronic records from any place.

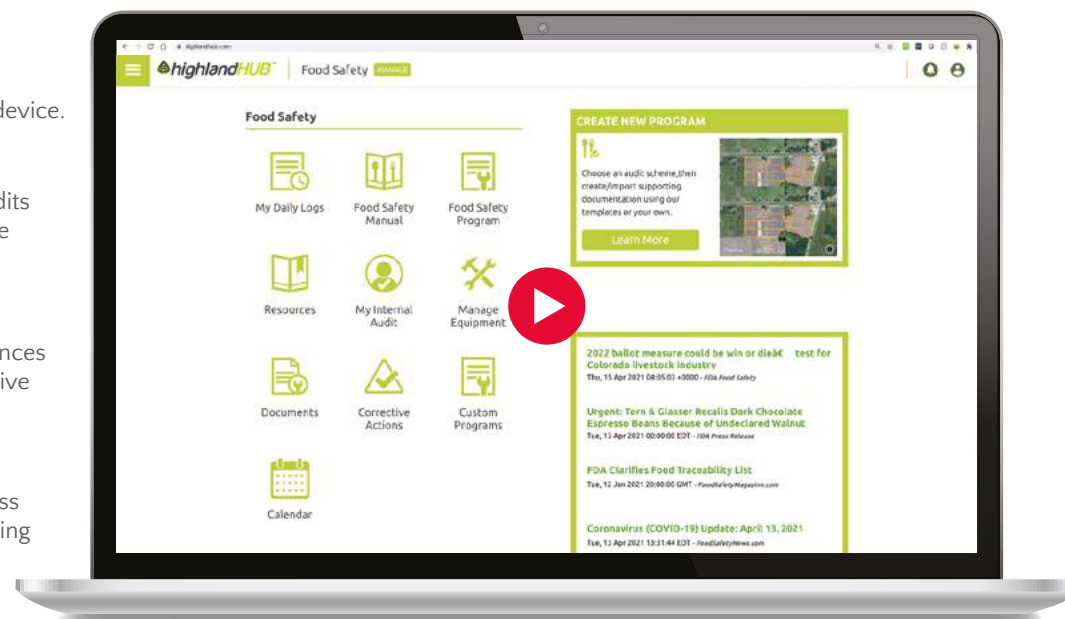


**RECORDS**  
Complete crop protection records in real time.

**INVENTORY**  
Monitor farm inventory including cost and export reports.

**NOTIFICATIONS**  
Instant active REI and PHI notifications.

**REPORTS**  
Run custom reports on all aspects of crop protection.

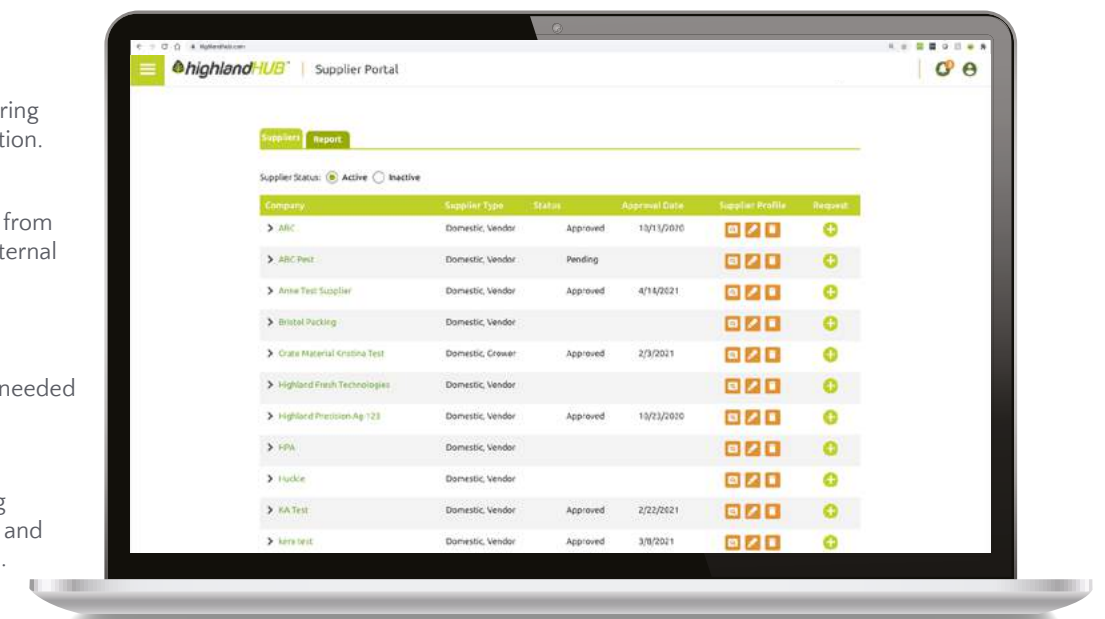


**LOGS**  
Schedule, fill-out and approve logs on any device.

**AUDITS**  
Complete internal audits and export a real-time score.

**COMPLIANCE**  
Monitor non-compliances and complete corrective actions.

**ACCESS**  
Grant an auditor access to your virtual three-ring binder.

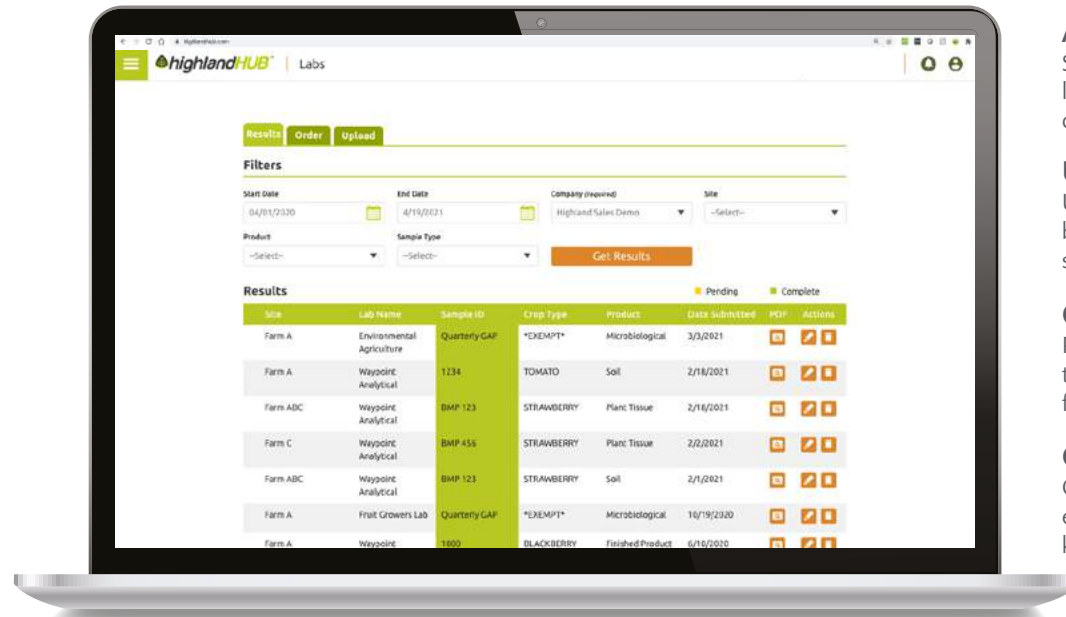


**NOTIFICATIONS**  
Receive real-time notifications on expiring supplier documentation.

**REQUEST**  
Request documents from suppliers with an external link.

**ORGANIZE**  
Organize required documents that are needed for supplies.

**REPORTS**  
Run custom trending reports on suppliers and their documentation.



### APPROVE

Sign off and approve lab results as they are completed.

### UPLOAD

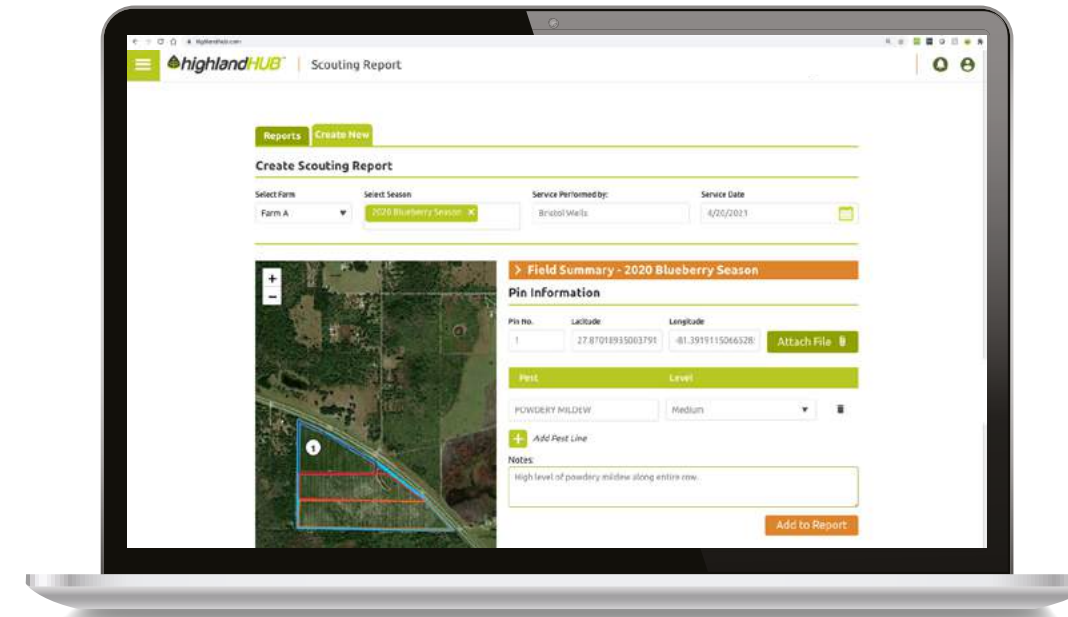
Upload and filter lab results by site, product, and sample type.

### ORDER

Place an order for labs through partnering lab facilities.

### ORGANIZE

Organize lab results to ensure accurate record keeping.



### LIVE DATA

Create live scouting reports for an exact GPS coordinate.

### TRENDS

Filter and run reports on specific farms to assess trends.

### EXPORT

Export scouting reports to applicable parties through a link.

### PEST CONTROL

Use scouting report data to mitigate pests and diseases.

### CUSTOM MAPS

Create custom maps to identify key locations that affect food safety.

### REPORTS

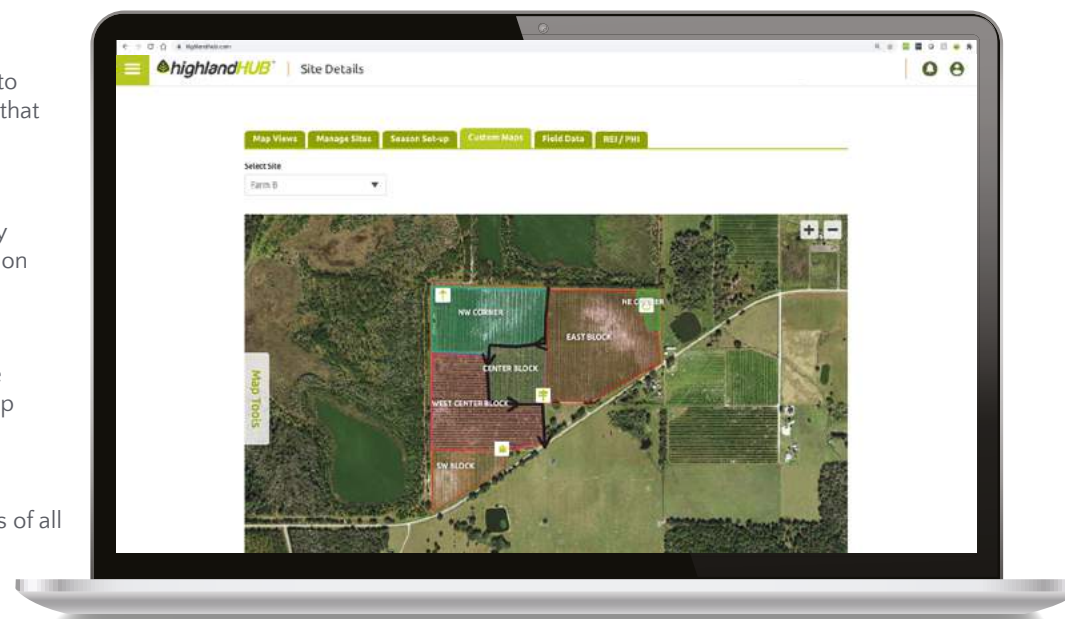
Run reports to identify active REI's and PHI's on your operation.

### SEASONS

Separate and manage seasons based on crop information.

### VIEW MAPS

View interactive maps of all farms and facilities.



### VISIBILITY

Near real-time visibility of produce market data and industry KPI's is made by collecting, anonymizing, and aggregating subscriber transactional data.

### INTELLIGENCE

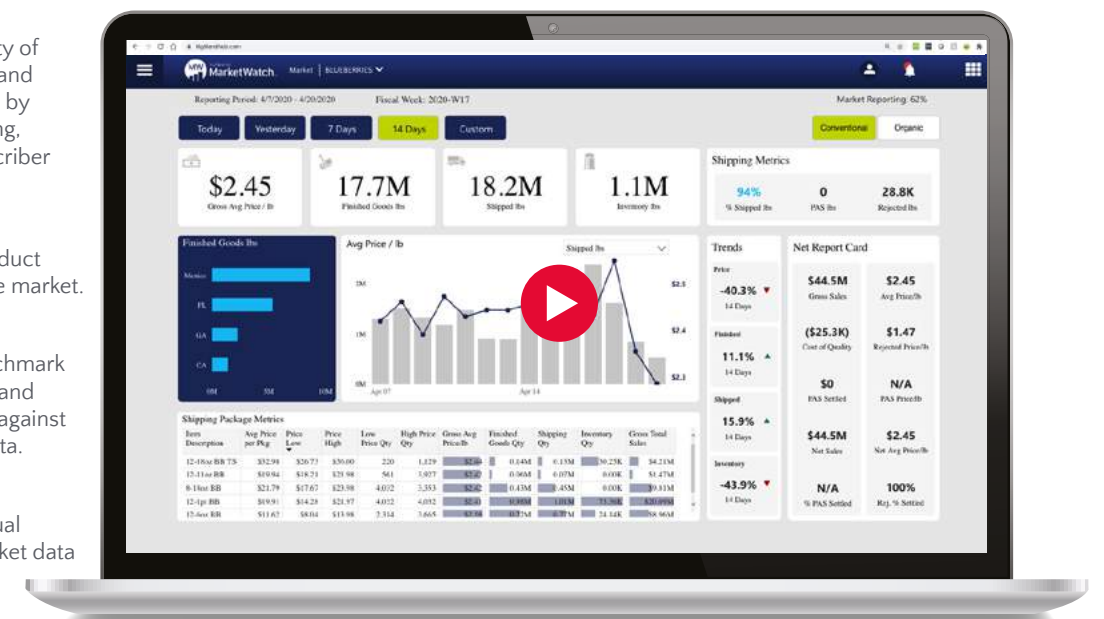
Explore how your product portfolio fits within the market.

### BENCHMARK

A subscriber can benchmark its company's quality and performance metrics against aggregated market data.

### TRENDS

Trends provides a visual representation of market data over a 7-day period.



MEET THE TEAM



**ANNE BARNHILL**  
Service Specialist Manager



We promise to work together with your team so you can take full advantage of Highland Hub. Every process is centered around increasing efficiency and connecting you to a platform that will be a game changer for your agribusiness. My team is available 24/7, with real people in real time.



**STEVE MAXWELL**  
Founder  
Chairman of the Board



**JUSTIN MACHELL**  
Chief Executive Officer



**JOHN BAIRD**  
Chief Financial Officer



**FRANK KELSEY**  
Chief Science Officer



**BRISTOL WELLS**  
Director of Marketing  
and Customer Experience



**JAY SAMPLES**  
Director of Business &  
Information Technology



**ANNE BARNHILL**  
Service Specialist Manager



**CHRIS CROCKETT**  
Project Manager



**AIMEE SMITH**  
Sales Manager



The Highland Development team, or Code Riders as we like to call them, put the customer first in everything they do.

We are always keeping up to date with the latest technology and security practices while building software tools to help take some of the administrative burden off of our customers. Never satisfied with the status quo, our development team strives to put themselves in the boots of our customers to provide industry leading software solutions!

**JAY SAMPLES**  
Director, Business Technology & Information Technology

HIGHLAND HUB ON YOUTUBE



Learn About Highland Hub

Learn how Highland Hub can increase your efficiency.



Learn About FS365

Constant reliance for your food safety compliance.



Learn About Crop IQ

Manage your field for maximum yield with Crop IQ.



Our Promise to Quality Service

Learn how we can serve you!



Subscribe to our channel for updates and more at **Highland Ag Solutions**.



On our podcast, Cream of the Crop is where we chat with top leaders, share ideas, and discuss the latest trends and products in agriculture. We get to the heart of ag and put the issues on the table.

Through this podcast you will hear fresh perspectives from familiar friends that cannot only impact your business, but your life. Join us to discover the heart behind Highland and what it means to be the Cream of the Crop.

BRISTOL WELLS

Host, Director of Marketing and Customer Experience



Apple Podcasts



Google Podcasts



Spotify



Amazon Music



iHeartRadio



Stitcher



Listen and subscribe to **Cream of the Crop** on these platforms.

## HOME OFFICE

590 NW 3rd Street  
Mulberry, Florida 33860

Office 863-844-4263  
Fax 863-259-3027

[sales@highlandag.com](mailto:sales@highlandag.com)  
[highlandhasit.com](http://highlandhasit.com)

## SALES OFFICES

Ventura, CA  
Santa Maria, CA  
Wilmington, NC  
McCormick, SC



Copyright © 2021 Highland Ag Solutions, LLC

