

The Crop Protection Content Playbook

**How Ag Companies Can Turn Complex Science
into Revenue-Driving Content**



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Why This Playbook Exists

Crop protection companies invest heavily in research, field trials, and technical expertise. Yet much of that value is lost when science is translated into content that fails to build trust or guide decisions.

This playbook addresses a single challenge: **How to communicate complex crop protection science with credibility, clarity, and commercial impact—without oversimplifying or overstating claims.**



THE BUSINESS STAKES

The Hidden Cost of Weak Crop Protection Content

When crop protection content underperforms, the cost is rarely obvious, but it is real and cumulative.

Poorly translated science doesn't just fail to persuade; it introduces uncertainty into buying decisions where confidence matters most.

Where Value is Lost:

- Trust erosion among growers, advisors, and distributors
- Sales friction caused by unclear or generic messaging
- Regulatory exposure from imprecise language
- Missed differentiation in crowded markets



WHY CONTENT BREAKS DOWN

Most ineffective content fails for predictable reasons:

| | |
|------------------------------------|---|
| Feature-First Messaging | Over-Sanitized Language |
| Disconnected Science | One-Size-Fits-All Explanations |

- **Feature-first messaging** that ignores agronomic decision-making
- **Over-sanitized language** that removes nuance and context
- **Disconnected science**, presented without real-world constraints
- **One-size-fits-all explanations** for diverse crops, regions, and pressures

The issue is rarely the science. It is almost always relevance.



A TRANSLATION PROBLEM

Accuracy Alone Is Not Enough

Scientifically accurate content can still fail to influence decisions.

Buyers in crop protection markets need more than correctness—they need interpretation, context, and confidence.

Effective content respects both the data and the decision-maker.

*This framework ensures content informs,
persuades, and protects the brand
simultaneously.*



INTRODUCING THE FRAMEWORK

The Scientist-to-Market Translator Framework™

High-performing crop protection content aligns five critical elements. Weakness in any one reduces overall impact.

This framework ensures content informs, persuades, and protects the brand simultaneously.



PILLARS 1 & 2

1. Research Credibility

- Accurate representation of data and methods
- Clear distinction between results and interpretation
- Respect for uncertainty and variability

2. Agronomic Relevance

- Connection to real field conditions
- Recognition of grower trade-offs and constraints
- Seasonal and regional context



PILLARS 3 & 4

3. Regulatory Awareness

- Language aligned with compliance expectations
- Avoidance of exaggerated or absolute claims
- Clear boundaries between data and marketing

4. Commercial Clarity

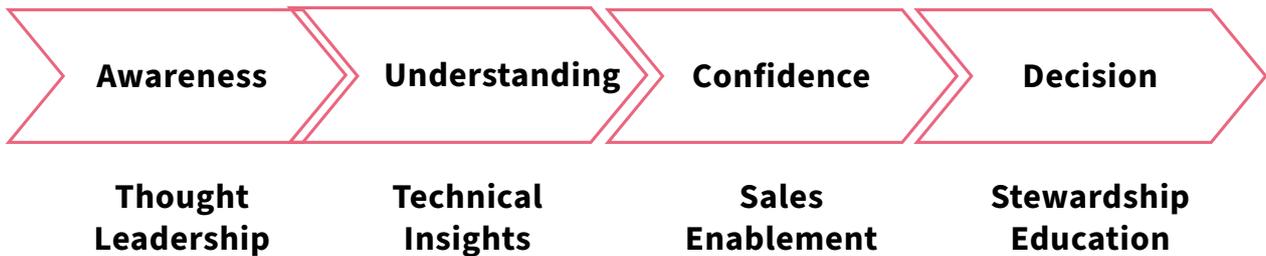
- Messaging that supports sales conversations
- Clear articulation of value without overstatement
- Alignment with buyer decision points



PILLAR 5

5. Trust-Based Storytelling

- Narratives that guide rather than push
- Transparency that builds long-term confidence
- Consistency across audiences and channels



Trust is built when content explains—not when it convinces.



CONTENT THAT WORKS

Content Assets That Actually Drive Results

High-performing companies focus on assets that support the full decision journey:

- Thought leadership on emerging pest and resistance trends
- Technical white papers sales teams actually use
- Product launch narratives grounded in agronomy
- Educational resources reinforcing stewardship



ILLUSTRATIVE SCENARIOS

Effective Content Journey

| Approach A | Approach B |
|------------------------------------|--|
| Basic Data Points/ Yield Claims | Contextual Insights/ Field Examples |
| Generic Promises | Practical Guidance |
| Mutual Context | Buyer Confidence |

Approach A:

- Headline performance metrics
- Minimal context or variability
- Competitive claims without framing

Approach B:

- Clear explanation of trial design
- Outcomes tied to decision points
- Acknowledgement of where results may vary

Same data. Very different outcomes.



SELF-ASSESSMENT

Is Your Content Working as Hard as it Should?

Ask:

- Does this content guide decisions or just inform?
- Can sales teams use it without qualification?
- Does it strengthen trust—or simply increase exposure?
- Would it withstand close regulatory scrutiny?

Hesitation usually signals a translation gap.



STRATEGIC TAKEAWAYS

Turning Expertise Into Advantage

Crop protection is a science-driven industry operating under increasing scrutiny.

Companies that succeed:

- Respect the science
- Understand their audiences
- Communicate with clarity, precision, and purpose

***In science-driven markets,
credibility is not a message -
it's an asset***



ABOUT THE AUTHOR

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Agricultural scientist and B2B writer with over 30 years of experience in agricultural research and communication.

Specializes in translating complex crop protection science into credible, market-ready content.



NEXT STEPS

If your team is sitting on valuable science but struggling to turn it into credible, market-ready content, this is exactly the work I do.

Book a 30-Minute Strategy Call

<https://www.kegodecopywriting.com>



This playbook is for educational purposes and reflects general industry practices rather than specific regulatory guidance.
