HIGHLANDAG™ SOLUTIONS

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MEMBERS OF

FFVA Florida Fruit & Vegetable Association · Watermelon Association · GLOBALG.A.P · International Fresh Produce Association · FSGA Florida Strawberry Growers Association · blueberries North American Blueberry Council · georgia fruit & vegetable growers association · FB California Farm Bureau · Western Growers

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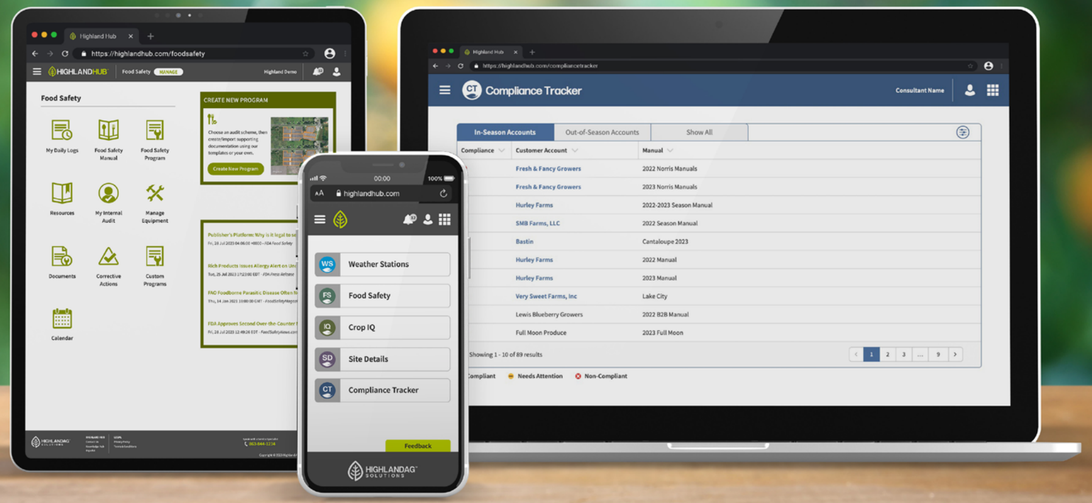
Software Simplified

Highland Ag Solutions Software Guide



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Highland Ag Solutions, Mulberry, Florida 33860 USA

HIGHLANDAG™ SOLUTIONS

Software Simplified

OUR MISSION

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

STEVE MAXWELL

Founder, Chairman of the Board

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

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."

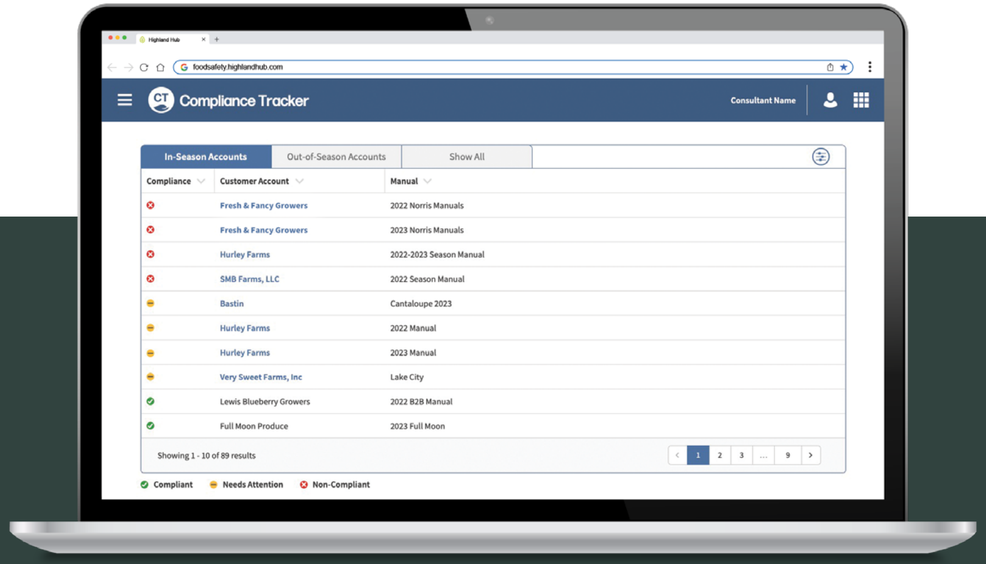
99% of users experience an increase in the organization of their operation.

Food Safety Managers feel 80% more prepared for audits.

COMPLIANCE TRACKER

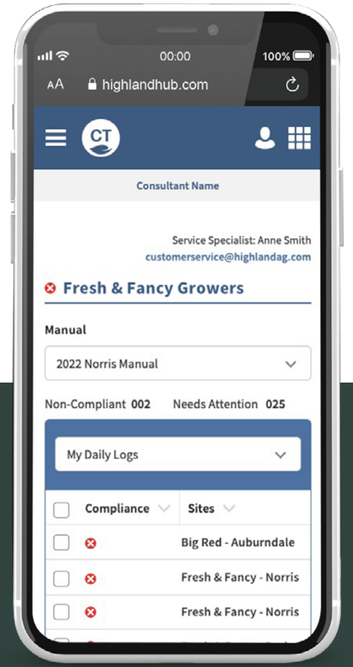
Consultants, brokers, etc. play a vital role in assisting their customers with achieving and maintaining compliance.

To facilitate this process and provide improved visibility into their clients' food safety audits, Highland created a comprehensive compliance tracker providing audit readiness at-a-glance.



ENHANCED VISIBILITY AND AUDIT READINESS

- Secured and protected by our Data Covenant
- More time = more clients
- Audit ready 24/7/365
- Available anytime, anywhere



Centralized Management

Address account issues instantly without switching programs. Take control with real-time updates and send notifications effortlessly.

Enhanced Visibility

Know the current status of every client, no matter where you are.

Alerts & Notifications

Never miss an important update again. Get instant alerts anytime, anywhere.

Security

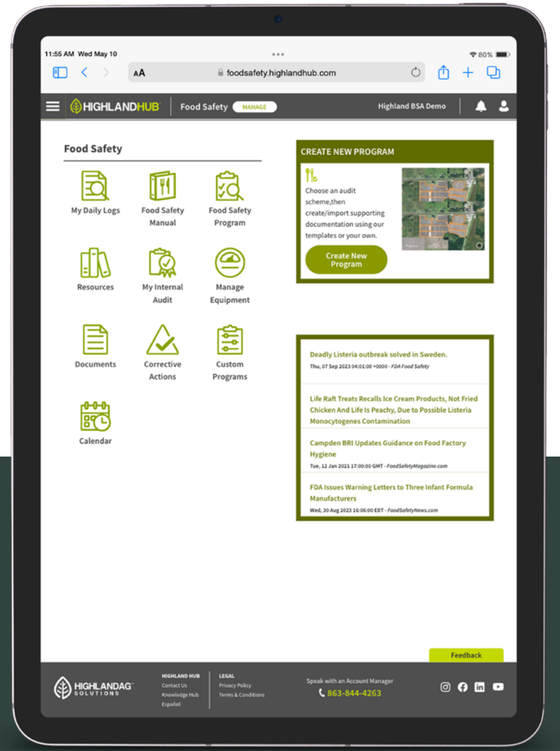
Protected by our Data Covenant. All information is sealed and secured.

FS365 enhances audit efficiency by 70% by decreasing preparation and on-site audit times.

FOOD SAFETY

Food Safety FS365 offers the tools needed to ensure your entire operation's food safety documentation is audit ready, 365 days a year.

With custom permissions and notifications, businesses can monitor their operation from anywhere.



Logs

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

Compliance

Monitor non-compliances and complete corrective actions.

Audits

Complete internal audits and export a real-time score.

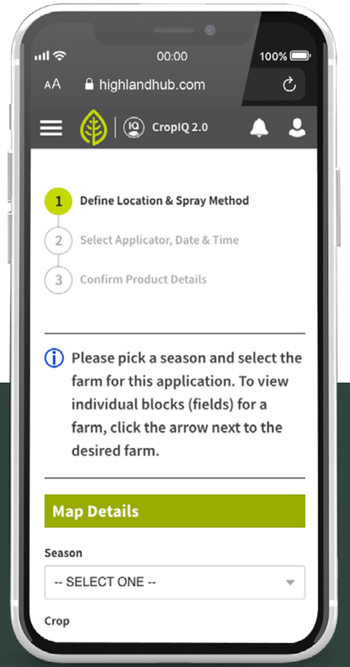
Access

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

With Crop IQ, your farming operation is managed in one convenient and easily adaptable system.

CROP IQ

Crop IQ is designed to help farm managers make informed decisions prior to conducting field activities by providing compliance checks and real time REI and PHI information. Crop IQ enhances efficiency on the farm by offering custom field reports, performing inventory transactions, creating customized, printable, and email friendly work orders, pinpointing scouting concerns, and storing multi-product tank mixes for rapid recall and reuse.



Records

Record and review field activities in real-time.

Label Search

Find field products fit for your needs.

Inventory

Monitor farm inventory and usage costs.

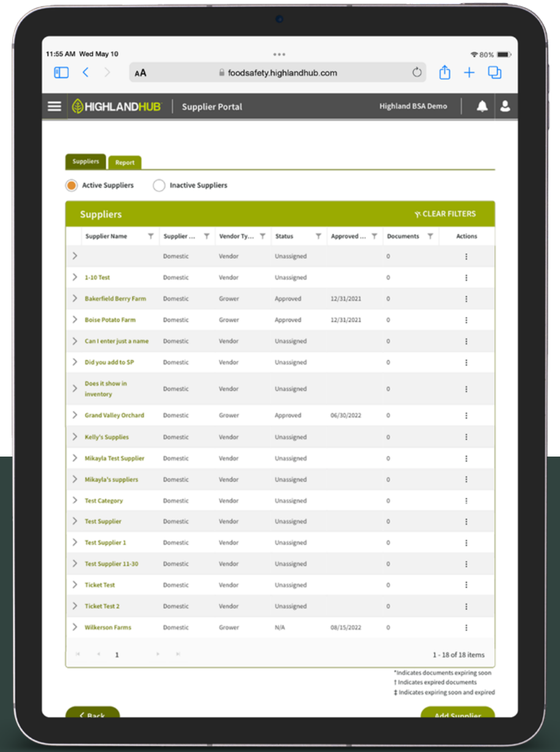
Reports

Run custom reports on all recorded field activities.

74% of users experience increased accuracy of Supplier Document Management.

SUPPLIER PORTAL

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



Notifications

Receive real-time notifications on expiring supplier documentation.

Organize

Organize required documents that are needed for supplies.

Request

Request documents from suppliers with an external link.

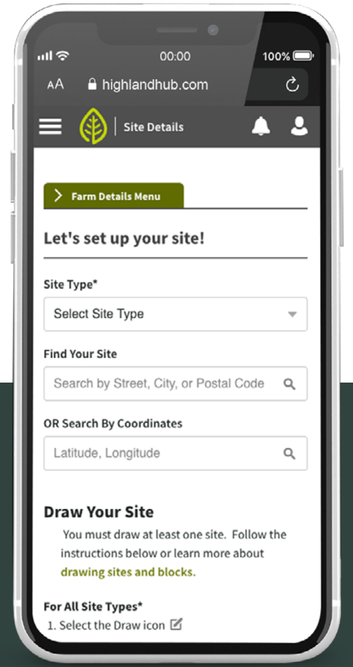
Reports

Run custom trending reports on suppliers and their documentation.

75% of users report audits are more efficient and take far less time than without the Hub.

SITE DETAILS

Create and view area maps and custom maps, and record custom planting information for accurate recordkeeping in field activities.



Custom Maps

Identify key markers in the farm or facility for recordkeeping, printing, or for regulations.

Seasons

Separate and manage seasons based on crop information.

REI/PHI

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

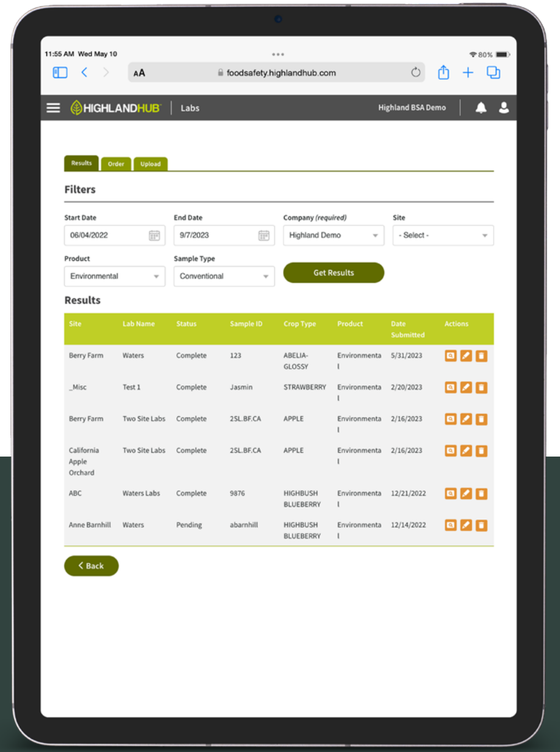
View Maps

View interactive maps of all farms and facilities.

User audit scores increased an average of 15 points

LABS

Record, organize and run reports on lab results from your operation. Eliminate the loss of paper lab results.



Approve

Sign-off and approve lab results as they are completed.

Eliminate

By digitizing lab results, you can eliminate the loss of paper documents.

Upload

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

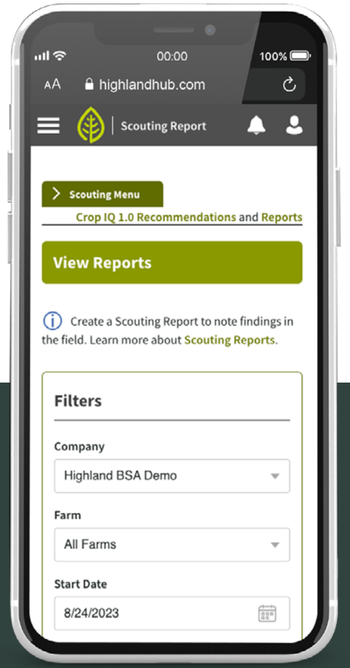
Organize

Organize lab results to ensure accurate recordkeeping.

Users experience quicker pest and disease response times since implementing scouting reports.

SCOUTING REPORTS

Complete scouting reports by dropping a pin in a field or identifying field-wide concerns, notating the pest, disease, nutrient deficiency, broken sprinklers, or other issues. Attach pictures and notes to determine an improved plan of action.



Data

Create scouting reports for an exact GPS coordinate.

Export

Export scouting reports to applicable parties through a link.

Trends

Filter and run reports on specific farms to assess trends.

Pest Control

Use scouting report data to mitigate pests and diseases.

CUSTOMER SUCCESS

Highland Hub is well designed...

and well serviced. I was using a competitor's software, but knew within the first 15 minutes of the demo that I would be making a change. The Hub is a much better value, very user-friendly and customized to my needs. Any questions or issues are immediately addressed by Customer Support, and they answer the phone every time!

WENDELL STOCKTON
Food Safety Director
Grimmway Farms

The most used piece of 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.

BETH MCQUAIG-MCINTYRE
Owner
Anna's Garden

The Hub makes my life so much easier...

for not only my role, but for the growers I work with as well. Working with 40-45 growers each season requires organization and the Highland Hub ensures our operation stays in sync, while also having access to Highland's Customer Support team who is always helpful and available to assist with any questions I have!

DIEGO VARGAS
Director of Logistics & Food Safety
H & A Farms

The system is easy to navigate...

Implementing Highland Hub helped Soil Organic strengthen food safety culture. The system helped us standardize SOPs and logs among all 12 facilities. It allows us to get a quick snapshot of how our growing and packing operations are performing in regard to sanitation logs, internal audits, etc. We have used Highland Hub for the past couple of years with great success.

MARGARET DOMINGUEZ
VP of Food Safety & Compliance
Soli Organic

TRUSTED BY

99%
Users who say our Account Managers provide a seamless onboarding process.

8 Hours
Hours users save on average per week.

HIGHLAND HUB DELIVERS

Steve Maxwell formed Highland Ag Solutions with a mission to help all farmers and growing operations reach their full potential. The idea was simple, follow the same formula that he created for the packaging business, where agricultural business owners, marketers and packinghouse managers get everything they need in one place, with a service model that puts them first.

2005
Purchase of Highland Packaging Solutions by business partners, Steve Maxwell and John Durham.

2013
Highland Packaging becomes the leading thermoformer in North America.

2015
Highland Precision Ag is founded, (HPA) begins to fly drones and scout crops.

2017
HPA begins to outsource developers to build software.

2018
Steve Maxwell and John Durham sell Highland Packaging Solutions to Sonoco.

2018
Code Riders team forms, an in-house department of software engineers.

2018
The initial release of Highland Hub goes out to HPA customers.

2020
Highland Precision Ag changes the name to Highland Ag Solutions.

2022
Highland Ag Solutions introduces Highland Ag MarketWatch®

2023
HAS releases Crop IQ 2.0 and Compliance Tracker.