



# GROWER OBJECTION HANDLING GUIDE

Ten objections growers raise – with responses that are honest, grounded and defensible.

## HOW TO USE THIS GUIDE

These responses are not scripts. Know them well enough to deliver them in your own words. The grower who hears a confident, honest answer from their agronomist is far more likely to act than the one who hears a pitch. If you don't know the answer to a specific question, say so – and follow up the same day with an accurate answer. Your credibility is more valuable than any single sale.

1

*“My inputs budget is tight this year.”*

**Why they say it:**

Growers are protecting margins and not looking to add costs.

### RESPONSE

I understand that – and honestly, that's exactly why I think this conversation is worth having. Renuvis Enzara™ isn't really a new input cost. Think of it as protection for inputs you've already committed to. You've already paid for the seed and the fertility. What Enzara does is give those investments a better chance to perform from day one – because your field conditions are more consistent heading into planting. It's about the quality of your spring start and the certainty that comes with it. A cleaner, more consistent start means your inputs don't have to fight through residue to do their job. In a year when margins are tight, that predictability matters.

2

*“I've seen biologicals come and go. Most don't work in real conditions.”*

**Why they say it:**

Perceived skepticism. Some growers have seen a biological underdeliver.

### RESPONSE

Enzara is different because the mechanism is different. It's an enzyme, not a microbe. It activates on contact at temperatures as low as 32°F, through freeze-thaw cycles. It doesn't need to wait for warm. It doesn't need to colonize. That's the failure mode that kills most biologicals in a real corn belt spring – and Enzara doesn't have it. The TruField™ trials were run in real fields under real conditions, not a lab. That's what makes this recommendation defensible.

3

*“Is it right for my fields specifically?”*

**Why they say it:**

Perceived skepticism. Some growers have seen a biological underdeliver.

### RESPONSE

It's not right for every situation – and I wouldn't tell you it is. The best fit is corn-on-corn or heavy residue situations, especially no-till or reduced-till operations where residue stays on the surface rather than getting incorporated. If you're running full tillage, the case is harder. But if you're managing heavy residue going into spring planting and you've had inconsistent field conditions or planting challenges because of it, that's exactly the problem this was built for. Which of your fields have given you the most trouble at planting because of residue?



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*“Does it actually work or is this just another biological that sounds good on paper?”*

Why they say it:  
They want proof, not promises.

## RESPONSE

Enzara has been tested through Mosaic’s TruField program – real corn belt fields, real spring conditions, not a controlled environment designed to make the numbers look good. Treated fields show faster, more even residue breakdown compared to standard practice. That leads to more consistent soil conditions heading into planting, less interference with the planter and more uniform emergence. These aren’t ideal-condition results. They’re from fields like yours. If you want to see the field data, it’s all at Enzaraworks.com – and I can walk you through it.

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*“I already manage residue. Why do I need another product?”*

Why they say it:  
They have an existing approach – tillage, cover crops or another product – and don’t see a gap.

## RESPONSE

That’s a good thing – residue management matters and you’re already thinking about it. The question is really about how fast and how consistently the breakdown is happening. If you’re using tillage, it incorporates residue but doesn’t necessarily accelerate breakdown – and it adds a pass. If you’re using a microbial product, the cold-temperature limitation is real. Enzara works differently because the enzyme activates immediately at temperatures as low as 32°F. It’s not about replacing what you’re doing – it’s about whether the result you’re getting is as fast and as consistent as it could be. What does your field look like at planting compared to what you’d want?

6

*“Residue breaks down eventually anyway.”*

Why they say it:  
They’re not convinced the speed of breakdown matters enough to act on.

## RESPONSE

It does – eventually. The question is when. If it’s still breaking down at planting, your soil is cooler, wetter and less consistent than it needs to be. Your planter is fighting through residue mat. Your seed is going into variable conditions. By the time the residue is fully broken down, your crop is already in the ground and dealing with whatever conditions it got. Faster breakdown means you get ahead of that. Fields that enter spring with more breakdown already done warm up sooner, dry out more evenly and give your seed a cleaner start. The timing of breakdown is the whole point.

7

*“Is this just another pass or another hassle?”*

Why they say it:  
Operational simplicity matters. They don’t want more complexity.

## RESPONSE

It’s not an extra pass. Enzara is applied with your existing equipment, tank-mix compatible with a standard fall burndown or spring pre-emerge pass – whatever timing already fits your operation. No specialized equipment, no separate trip across the field. You’re applying it in a pass you’re already making. The only difference is what you’re adding to the tank.



Scan to learn more



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Enzara™

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*“Does this only work in the fall?”*

Why they say it:

They may not be able to apply in the fall or prefer spring timing.

## RESPONSE

No – both fall and spring application are supported. Fall gives the enzyme more working time before planting, which is an advantage if your schedule allows it. But pre-plant spring application is also an effective option. The enzyme activates immediately upon application at temperatures as low as 32°F, so it gets to work right away ahead of the planter. If fall timing doesn't fit your operation, spring application still delivers the faster breakdown benefit. The conversation is about which timing works best for how you farm.

9

*“Is this safe for my soil system?”*

Why they say it:

They're cautious about introducing something new into a system they've worked to build.

## RESPONSE

That's a smart question. Enzara uses endoglucanase enzymes – proteins that target the cellulose structure in corn residue specifically. They're not broad-spectrum, they don't disrupt your existing soil microbiome, and they don't leave synthetic residues. In fact, step two of how Enzara works is that once the enzyme breaks down the residue structure, your naturally occurring soil microbes move in more efficiently and finish the job faster. It supports the biology already in your soil – it doesn't compete with it.

10

*“Is this really worth the money?”*

Why they say it:

They want a return on investment case before committing.

## RESPONSE

That's the right question to ask. Think about what slow residue breakdown is already costing you. Delayed planting readiness when your window is already tight. Planter interference that slows you down and creates inconsistent seed placement. Variable emergence across the field. All of that is a cost – it's just not showing up on an invoice. Enzara's job is to give your seed a cleaner, more consistent start – which means your seed, fertility and equipment investment performs more reliably from day one. The cost of Enzara needs to be weighed against the cost of the variability and delays you're already managing. What has residue interference cost you in a tough spring?



## QUICK REFERENCE – ONE-LINE RESPONSES

THE OBJECTION	ONE-LINE ANCHOR
<i>“My budget is tight.”</i>	<i>“This isn’t a new cost – it’s protection for inputs you’ve already committed to.”</i>
<i>“Biologicals don’t work in real conditions.”</i>	<i>“This is an enzyme, not a microbe. Different mechanism, different failure mode. Active at temperatures as low as 32°F.”</i>
<i>“Is it right for my fields?”</i>	<i>“It’s not right for everyone – best fit is corn-on-corn, heavy residue, no-till or reduced-till.”</i>
<i>“Does it actually work?”</i>	<i>“Tested in real corn belt fields through TruField – not a lab. See the data at Enzaraworks.com.”</i>
<i>“I already manage residue.”</i>	<i>“The question is how fast and how consistently. Is the result you’re getting as good as it could be?”</i>
<i>“Residue breaks down eventually.”</i>	<i>“The timing is the point. If it’s breaking down at planting, you’re already behind.”</i>
<i>“Another pass or hassle?”</i>	<i>“No extra pass. Tank-mix compatible with a pass you’re already making.”</i>
<i>“Does it only work in the fall?”</i>	<i>“No – fall and spring both supported. Use whichever timing fits your operation.”</i>
<i>“Is it safe for my soil?”</i>	<i>“It supports your existing soil biology – the enzyme opens residue for your microbes to work faster.”</i>
<i>“Is it worth the money?”</i>	<i>“Weigh it against what slow residue breakdown is already costing you at planting.”</i>

