



PRODUCT PERFORMANCE FIELD TRIALS

PROVIDING TRIALS SERVICES FOR THE UK AGRI-FOOD INDUSTRY

- The leading UK trials organisation
- Providing expert plant-based field trials to prove product performance
- All work is strictly confidential
- No marketing or promotion of products, just results
- 100 years' experience in perfecting trialling from science
- Working in all agricultural and horticultural crops
- Over 100,000 plots across 100 sites and 10 regional centres

The delivery of successful field trials is one of the most crucial elements of NIAB's operations. It is achieved by dedicated teams located at ten field trial centres in the major agricultural areas of England and Wales, combining experience with local knowledge to manage a wide range of crops.

Our field trials programme is large and complex, incorporating a wide range of applications. Industry-funded trials include early plant breeding screens and disease assessment trials, evaluation of agrochemicals, including registration of new products and formulations, and field scale plots for commercial demonstration to farmers and other end-users.

ORETO, ISO and GEP accreditation

NIAB FIELD TRIALS SERVICES INCLUDE:

- Sourcing seed
- Seed treatment
- GPS field mapping
- Precision drilling
- Accurate product application
- Field sensors
- Experienced crop assessors
- Dedicated data handling and storage via NIAB Digital Trials app platform



- Results interpretation by industry leading experts
- Additional analytical services available via NIAB LabTest



Our service
guarantees
customer
loyalty

Our customers
believe that
location is critical
to product
evaluation

Successful
field trialling
for nearly
100 years

INDEPENDENT • AUTHORITATIVE • COMPREHENSIVE • IMPARTIAL

🔍 CASE STUDY

New product evaluation

NIAB carried out contract field trials on behalf of a manufacturer on a new agrochemical, intending to penetrate a new market. NIAB conducted the field trial as requested, although the results were not in the customer's favour. We reviewed the results and suggested changes, which ultimately led to a change in the product recommendations and a successful launch.

💬 TESTIMONIAL

Product testing across the UK

"Despite product registration and a standard label, sometimes a new product may not work in all situations. We approached NIAB to carry out field trials because they could offer a range of locations and geographic environments. It meant we could provide correct advice to local growers on getting the best from our product."

10 regional centres
More than 100 field sites
100,000+ plots
60 dedicated staff



Increase your trial success with NIAB

Scientific consultancy to define the protocol

Live field data from our unique dashboard

Interpretation and next step recommendation available



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