



## Big R Ag's Innovative Product Finds Strong Demand in Brazil with ISTEP Support

Founded in 2021 by Oakdale inventor and entrepreneur Blake Patton, *Big R Ag, LLC* is the proud creator of the patented **Set-N-Seed**, a first-of-its-kind agricultural calibration tool designed to help farmers achieve consistent seeding depth across every row of their planters. What began as a simple yet powerful idea has now become a transformative tool for U.S. agriculture—with over 5,000 units sold domestically since its launch in October 2022.

Manufactured entirely with U.S.-sourced materials, *Set-N-Seed* offers farmers unmatched efficiency, precision, and ease in adjusting planter depth settings. With no direct competition in the market, Big R Ag saw an opportunity to expand this unique tool beyond the United States—and **Brazil quickly emerged as a promising next step.**

### From a Challenging Start in the U.K. to a Breakthrough in Brazil

After an earlier attempt to explore international markets in the U.K. fell short of expectations, Blake remained committed to finding the right global fit for his innovation. Thanks to financial assistance from the **Illinois State Trade and Export Promotion (ISTEP) program**, with strong support from the **Illinois SBDC International Trade Center (ITC)** and in partnership with [TA Consulting](#), based in São Paulo, Blake turned his focus to Brazil—home to one of the world's largest agricultural sectors and a strong demand for advanced farming tools like Set-N-Seed.

A customized export strategy was developed for Big R Ag. The project included:

- A **three-phase market entry plan** featuring in-depth research into Brazil's local regulations, taxes, and tariffs.
- A **targeted international partner search** based on the company's specific distribution needs.
- **In-market support**, including meeting coordination, translation services, and logistics assistance.

### **A Strategic Debut at Agrishow**

Blake decided to travel to Brazil and center his visit around **Agrishow**—Brazil's largest and most influential agricultural trade fair. With only three days available, all at the show site, TA Consulting quickly adjusted the export strategy. They crafted a tailored itinerary focused exclusively on connecting with qualified exhibitors at the fair. Each day included guided booth visits and scheduled meetings, enabling Blake to engage directly with potential distributors and partners in an environment ideally suited to his product. Expert interpretation and on-site consulting support ensured his time was not only productive but seamless.

### **Early Wins and Growing Momentum**

The outcome? Far beyond what Blake had anticipated.

*"Brazil is one of my all-time favorite places already... Beautiful country, and even more wonderful people," Blake shared after his return. "I don't even recall one time where I felt like I was not being helped by someone willingly and genuinely. The companies that we met with had a tremendously positive response. One company has already sent documents with a proposed contract."*

Initial responses from Brazilian prospects have been enthusiastic. **Blake is currently reviewing a proposed contract and has entered the due diligence phase**, including consultations with a legal expert in Brazil to ensure full compliance with local labor laws. Other companies have also expressed interest, and conversations are ongoing.

*"Any type of praise is more than deserving for all that you and your team has helped me accomplish in such a short time... So thank you, Silvia, from the bottom of my heart."*

**Big R Ag's story is one of innovation made local—and now, global.** With ISTEP support and expert guidance from the Illinois SBDC ITC, Blake Patton is helping bring practical, patented U.S. farm tools to the world stage—starting with Brazil.

To learn more about Big R Ag, LLC and the Set-N-Seed calibration tool, visit their website at [setnseed.com](http://setnseed.com)