



Big R Ag, LLC: From Midwest Innovation to International Opportunity in Brazil

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.

A Strategic Path to Global Growth, Powered by ISTEP

Thanks to financial assistance from the **Illinois State Trade and Export Promotion (ISTEP) program**, Blake was able to explore Brazil's potential firsthand. With support from the **Illinois SBDC International Trade Center (ITC)** and in partnership with [TA Consulting](#), based in Sao Paulo, 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.

From Disappointment in the U.K. to a Breakthrough in Brazil

Blake's prior international experience in the U.K. had left him disillusioned, after a third-party firm failed to deliver on promised leads and services—costing the company thousands with no return. Understandably cautious but still optimistic, Blake pursued the Brazil opportunity through ISTEP with tempered expectations.

His results far exceeded them.

"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."

Early Wins and Continued Momentum

Initial responses from Brazilian prospects have been enthusiastic. Blake is currently reviewing a proposed contract with one of the top leads identified through TA Consulting. Meetings were expertly facilitated by the local team, who provided interpretation and logistical support throughout his stay—ensuring the trip was not only productive, but seamless.

"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