

INNOVATION

NEVER STOPS



Innovation Never Stops

Episode 1 Classroom Materials



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HELENA
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Welcome

Get ready to explore how science, technology and creativity are transforming agriculture every day. In this series, you'll learn how Helena Agri-Enterprises helps farmers grow healthier crops, protect the environment and feed the world using tools and ideas that are always evolving. In Episode 1, join us in Memphis, Tennessee, at the Helena Products Group (HPG) Innovation Center as we learn about Helena, our people and our products.

Whether you're curious about ag careers, new farming techniques or how innovation impacts your community, this series will show you that in agriculture, innovation never stops—and neither do the people behind it.

Let's dive in and discover the future of farming together!



Objectives

1. Students will **explore** the role that Helena Agri-Enterprises and Helena Products Group plays in innovation in the agricultural industry.
2. Students will be able to **identify** the different types of products used in agricultural production and their functions.
3. Students will be **introduced** to different career paths within agriculture, demonstrating **understanding** of their duties within an agronomic solutions provider.

Did You know?

1. Helena began as a local distributor and adjuvant company in 1957 in Helena, Arkansas.
2. Helena has over 500 locations and 6,000 plus employees nationwide.
3. Helena is owned by Marubeni, a global company based in Tokyo, Japan, and is a part of their Agri Business Division. See Marubeni Corporation in Recommended Resources to learn more.
4. The Helena Products Group Innovation Center is a state-of-the-art product development center and training facility on the grounds of Agricenter International in Memphis, Tennessee.
5. Helena is the only ag retailer in the industry with a lab dedicated to solving problems for farmers and nurserymen.
6. There are currently 600 products in Helena Products Group's portfolio.
7. Helena provides services in chemicals, fertilizer, custom application, seed and precision agriculture, as well as turf management, industrial weed control, forestry, aquatics and more.

Vocabulary

Active Ingredient- The substances in a pesticide product that act to control the pests (e.g. weeds, insects, diseases, etc.).

Adjuvant- A substance that is added to a pesticide product or pesticide spray mixture to enhance the pesticide's performance and/or the physical properties of the spray mixture. See Helena Corporate (Adjuvants) in Recommended Resources for more.

Agronomy- The science and practice of crop production and soil management in agriculture, encompassing the study of crops, soils, climate, water, nutrients, pests, diseases and agricultural systems. [Agronomy - Agriculture Dictionary](#)

Biologicals- Crop protection products derived from nature that can be used alone or in combination with synthetic products. [What are Biologicals and Why Are They Important? - CropLife International](#)

Bioscience- Study of biological compounds and living organisms to develop sustainable solutions for agriculture and the environment. In agronomy, it helps improve soil and water health and identifies eco-friendly substances that support long-term farm productivity. See Helena Corporate (Plant Nutrition) in Recommended Resources for more.

Brand Manager- Agricultural brand managers utilize market and research analysis of specific products for promotion to ensure sales targets. See Ag Careers in Recommended Resources for more.

Chemist- Chemists at Helena Products Group formulate, analyze and provide support for thousands of agriculture products and the growers that use them. See Ag Careers in Recommended Resources for more.

Fertilizer- A substance added to soil to enhance its fertility and provide essential nutrients for plant growth. [Agriculture Fertilizer | Definition, Types And Uses | 2025](#)

Formulation Technology- The development of chemistries specifically designed to enhance formulations that improve performance but also provide consistent, reliable results. See Helena Corporate (Formulation Technology) in Recommended Resources for more.

Vocabulary

Fungicide- Pesticides used for controlling fungal and fungal-like diseases. See Helena Corporate (Enhanced Products) in Recommended Resources for more. [Fungicide Use in Field Crops: Benefits and Risks - Plant Path Extension | Montana State University](#)

Herbicide- Chemicals used to manipulate or control undesirable vegetation. [Herbicides | US EPA](#)

Innovation- Something new or a change made to an existing product, idea or field. [INNOVATION Definition & Meaning - Merriam-Webster](#)

Insecticide- Product used to control insects by killing them or preventing them from engaging in undesirable or destructive behaviors. [Insecticides | US EPA](#)

Nutritional- Product that supplies essential nutrients to plants via soil or foliar application, enhancing growth and overall performance. It includes micronutrients, foliar fertilizers, controlled-release nitrogen and phosphite formulations.

Precision Agriculture- Agricultural practice that uses technology to optimize crop yields and reduce waste. The core concept revolves around understanding and managing the variability within fields to make informed decisions. Helena's AGRIntelligence® platform combines agronomy, data management and technology to provide customers with best-in-class precision agriculture. See Helena Corporate (AGRIntelligence) in Recommended Resources for more.

R&D (Research and Development)- The R&D Department at Helena Products Group researches and develops new agricultural products or improves existing ones through field testing. Their goal is to meet growers' needs by ensuring product performance and profitability.

VAP (Value-Added Product)- A formulation that enhances familiar chemistries through proprietary technologies and expert innovation. Helena's value-added products combine active ingredients in unique ways, incorporate patented chemistries and utilize advanced formulation techniques.

Discussion Questions

1. Who is Helena, and what do they do?

2. What is the role of an ag retailer like Helena?

3. Helena offers a wide range of agricultural and specialty products. Why is it important to have different products for different crops and regions?

4. How do adjuvants enhance crop production?

5. What does innovation mean to you? If you were designing a new product or service for Helena, what would it be?

6. How do careers in agricultural innovation differ from traditional farming roles? What kinds of skills do you think are needed to work in agriculture today?

Recommended Resources

Careers in Agriculture

[AgCareers.com - Agriculture Jobs & Agriculture Careers](https://agcareers.com)

Innovation Never Stops Series

[Innovation Never Stops - Helena Agri-Enterprises](#)

Helena Careers

[Helena Agri-Enterprises | Powerhouse of Agronomic Solutions](#)

Helena Corporate

[Helena Agri-Enterprises](#)

Adjuvants

[Adjuvants - Helena Agri-Enterprises](#)

AGRIntelligence

[AGRIntelligence - Helena Agri-Enterprises](#)

Crop Nutrition

[Crop Nutrition - Helena Agri-Enterprises](#)

Enhanced Products (Fungicides & Herbicides)

[Helena Enhanced Products - Helena Agri-Enterprises](#)

Formulation Technology

[Formulation Technologies - Helena Agri-Enterprises](#)

History

[History - Helena Agri-Enterprises](#)

Plant Nutrition (BioScience)

[Plant Nutrition - Helena Agri-Enterprises](#)

Marubeni Corporation

<https://www.marubeni.com/en/>

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