



Harvest Direct SMS

Product Sheet

Quality, independent information increases your knowledge and knowledge is power!

The Rural Directions Pty Ltd grain marketing services team is committed to providing an independent, researched and unbiased grain marketing service.

- Did you know that the optimum time for grain pricing is generally between 1:30pm and 4:30pm each work day?
- Do you have the discipline or time to monitor grain prices every single day during harvest?
- Are you spending a large amount of time monitoring markets during harvest when you could be reaping?
- How do you know if the price offered by your local grain buying agent is your best pricing alternative for that day?
- Imagine if you could receive an accurate price update in your hand (within mobile phone coverage areas)!

ADVANTAGES & BENEFITS

- Harvest Direct SMS takes away the difficulty of keeping up with numerous text messages received from individual buyers
- Harvest Direct SMS provides a timely snapshot of the best published daily cash price for a selected port zone. It includes a number of commodities.

FEATURES

- Independently compiled information
- Daily text message sent early afternoon during harvest. From 1 October through until 31 January
- Highest published price bid delivered in a timely manner for a wide range of valued buyers across South Australia and Victoria
- Port pricing point tailored to your region (Port Adelaide, Wallaroo, Port Giles, Eyre Peninsula, Melbourne, Portland and Geelong)
- Includes old season prices and new season prices
- Simple, easily identifiable codes used within text messages to gain maximum information in limited space
- The ability to combine Harvest Direct SMS with Rural Directions Pty Ltd Market Directions® weekly independent reports provides a unique combination of knowledge, commentary and interpretation of grain market information.
- Ability to select further port zones or have another business member receive the SMS at a discounted rate



Rural Directions
Pty Ltd

Harvest Direct SMS

Example Text for Port Adelaide Port zone:

SMS

PA

2011/12

Wmg 260 GG CS

F1mg 236 CS

MB 275 CBH

C 575 CS

Be 326 Vi

NUG 425 Vi

2012/13

Wmg 265 AWB

Deciphering the Text

Port Adelaide

2011/2012 season

Wheat APW Multi Grade
\$260/t with Glencore Grain
and Centre State

Barley F1 Multi Grade
\$236/t with Centre State

Malt barley fixed grade
\$275/t with CBH Grain

Canola \$575/t with Centre
State

Beans Fiesta 1 \$326/t with
Viterra

Lentils Nuggets \$425/t with
Viterra

2012/2013 season

Wheat APW Multi Grade
\$265/t with AWB

INVESTMENT

Harvest Direct SMS is available as a 4 month subscription service at a price of \$255 (GST Inc) per mobile. If in one day our Harvest Direct SMS provides you with the knowledge of a price that is \$5/t higher than any price you were previously aware of, then for every 100t of grain that you sell you would have received an extra \$500! In this situation, one transaction has paid for the service.

Note: Rural Directions Pty Ltd receives no commissions from buyers.

AFS LICENCE

Rural Directions Pty Ltd Australian Financial Services Licence number 221556 enables Rural Directions Pty Ltd to provide specific advice and arrange to deal in a financial product to retail clients. This is specifically for agricultural forward contracts, derivatives (futures) and foreign exchange markets.

Full information about your rights under the Financial Services Reform Act can be attained from www.asic.gov.au

HOW ARE RURAL DIRECTIONS PTY LTD EMPLOYEES REMUNERATED?

Rural Directions Pty Ltd employees do not receive commissions or bonuses from the provision of services to clients.

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