

Grain Marketing

Capability Statement

Rural Directions Pty Ltd is South Australia's largest private agricultural consulting company. A previous winner of the Telstra South Australian Small Business of the Year, as well as the Australian and South Australian MYOB Small Business of the Year for businesses with between 5 and 20 employees, Rural Directions Pty Ltd has also been a previous finalist in the NAB Agribusiness Awards for Excellence – Risk Management Awards. This award was specifically for Rural Directions Pty Ltd activity in the grain market.

The Rural Directions Pty Ltd Grain Marketing Team is committed to helping our clients achieve their goals by providing accurate, independent, objective business management information and support that is facilitated by a well trained and knowledgeable team.



Rural Directions
Pty Ltd

Specifically, the team is about:

- Innovating new grain marketing decision making tools, services and products.
- Developing new marketing opportunities.
- Providing grain accumulation services that add value to client's price risk management.
- Present "value" propositions to traders and consumers with an overall goal to benefit clients, either by achieving a better net return or simply accessing certain markets.
- Providing independent advice and support to clients.
- Develop sustainable relationships with the trade.

OUR TEAM

Our Grain Marketing Team has an extensive breadth of experience in marketing grain and farm management consulting. Team members have a broad professional background. This means our team has substantial experience in:

- Managing and understanding the grain trade.
- Understanding marketing and finance products offered by banks.
- Understanding the needs of global markets.

ACHIEVEMENTS INCLUDE

- Developing innovative and applicable grain marketing tools that are supported by comprehensive training. This includes grain prices deciles and cost of production calculators.
- Innovating new management systems that add value to a farmers price per tonne.
- Developing an extensive network of Grain Marketing Service clients.
- Providing a tailored and targeted training program for farmers.
- Building and training a team of dedicated and qualified team members to advise on Marketing Strategy.
- An Australian Financial Services Licence (221556)

means Rural Directions Pty Ltd is one of the few independent licensed advisors located in South Australia. Rural Directions Pty Ltd provides licensed advice on the full spectrum of risk management products, blending the use of agricultural futures, swaps and currency products with physical contracts.

The Australian Financial Services Licence also means Rural Directions Pty Ltd employees must:

- Tailor advice to meet the needs of clients.
- Undertake ongoing training.
- Be open and transparent through provision of financial services guides.

DATABASE SUPPORT

The Development of excellent business systems and a database facilitates communication between a grain marketing consultant, a client and other key advisers like agronomists, accountants and business mentors. The database also enables position reports to be easily monitored and managed.

ADMINISTRATIVE AND INFRASTRUCTURE SUPPORT

Rural Directions Pty Ltd has an experienced administration/ Business Support Team. This team is committed to excellence in administrative systems to effectively address client's needs. Additional specialist skills include database and desktop publishing support.

The combination of consultants and the Business Support Team enables Rural Directions Pty Ltd to offer excellence in grain marketing, farm management, agronomy and agribusiness consultancy service and tailored training.

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