

# Information Products Overview



Up-to-date, independent information on grain markets and agronomy in easy-to-read formats

## Benefits

- Truly independent grain marketing and agronomy information
- Information that will increase your confidence in decision-making, and help you to make more educated decisions
- Tools to enhance communication within your team about your grain marketing and agronomy
- Takes away the difficulty of keeping up with numerous grain pricing text messages received from individual buyers
- Helps to resolve grain marketing issues and challenges as they arise
- Reports that help you attract and retain people, understand your business and make grain sales easier

## Why work with Rural Directions?

We have been helping farmers grow their businesses since 1997. Our whole of business approach considers both technical and management aspects. Because our service is independent, we are able to provide you advice that is unbiased and focussed on providing benefits to you. We have an in-depth understanding of farm businesses and offer a professional, independent and innovative approach with a genuine desire to help you achieve their goals.

We are based regionally in South Australia and New South Wales, and deliver our services nationally. Our consultants are based at Clare, Dubbo, Freeling, Loxton and Naracoorte.

### Market Directions™

- Reports available by email
- Multiple page report every Wednesday including grain prices from the majority of traders
- Commentary with current news and recommendations from within the market
- MD Breaking News, sent early on days when a significant change in the grain market is likely
- Daily reports with early and late edition prices during harvest (beginning October to end of January)
- Multiple pricing regions including Outer Harbour, Wallaroo, Port Giles, Eyre Peninsula and Victoria
- Flexibility to include up to three email licences per subscription

### Prices Direct™

- Independently compiled information
- Daily text messages sent 52 weeks a year, so you can be up to date with prices no matter where you are
- A late edition text sent mid afternoon every weekday
- Highest published price bid delivered in a timely manner for over 15 buyers across South Australia and Victoria
- Port pricing tailored to your region (Outer Harbour, Wallaroo, Port Giles, Port Lincoln, Melbourne, Portland and Geelong)
- Includes old season prices and new season prices
- Simple, easily identifiable codes used with text messages to gain maximum information

### Harvest Direct™

- Daily text message sent during harvest (from 1 October to 31 January)
- Early edition provided about 1.30pm, late edition provided about 3pm that includes price updates
- Independently compiled information
- Highest published price bid delivered in a timely manner for over 15 buyers across South Australia and Victoria
- Port pricing tailored to your region (Outer Harbour, Wallaroo, Port Giles, Port Lincoln, Thevenard, Melbourne, Portland and Geelong)
- Includes old season prices and new season prices
- Simple, easily identifiable codes used with text messages to gain maximum information
- Add Harvest Direct extra to extend the pricing period

### Overnight Markets SMS™

Sent to your mobile phone between 8.00am and 8.30am each working day. The message includes:

- Wheat futures movement (Chicago Board of Trade)
- Canola futures (Winnipeg Commodity Exchange)
- Australian Stock Exchange futures for:
  - Wheat
  - Feed Barley
  - Canola
- Australian dollar to US dollar exchange rate
- Australian dollar to Canadian dollar exchange rate

### Premium Products

- Market Directions™ Premium
- Prices Direct™ Premium
- Market Directions™ and Prices Direct™ Premium

Add two hours of telephone support from an experienced grain marketing Agribusiness Consultant and attendance at our pre harvest, mid year and post harvest Grain Market Briefing Sessions, to your Market Directions and/or Prices Direct subscription.

### InCrop™

- A 12 month subscription to InCrop provides you with 12 editions per year distributed via email or post
- Information from a range of sources interpreted by a team of agronomic consultants operating throughout South Australia's cropping districts
- Information that applies to a range of agronomic environments, from low to high rainfall
- Technical information written in an easy to read style
- Findings from current research
- Treatment costings to enable cost effective decisions on inputs

### RD Publications

- Decile Report - summarising grain price information
- SnapShot™ Combined Report - a benchmark based report on farm performance
- Farm Salary Survey Report - information to attract and retain employees

"It gives me the big picture for grain prices and makes marketing my own grain easy. It is cost effective and very important for my business. I wouldn't be without it!"

*Annette Lambert, Meringur Vic*

For more information about how these services can improve your business, contact us on 08 8841 4500 or visit [www.ruraldirections.com](http://www.ruraldirections.com)