

Rural Directions Publications

Benefits

- Use a pricing reference point to make grain sales easier
- Become an 'employer of choice' by offering competitive remuneration
- Review your remuneration rates to ensure legal obligations are met
- More profit, through understanding farm business profit drivers

Reports that help you attract and retain people, understand your business and make grain sales easier



Rural Directions produces a number of publications that address a diverse range of topics relevant to today's farm managers and rural industries.

The grain pricing Decile Report provides a ready reference of historical grain prices, including highs, lows and averages, for a number of commodities.

Help improve business profitability using the SnapShot™ Combined Report. It provides an overview of farm performance across South Australian farming businesses that have benchmarked their enterprise using the SnapShot Premium™ system.

Setup your business to become an 'employer of choice' using the Farm Salary Survey Report. It includes state-wide remuneration data and information on employer's legal obligations, so you can improve your employee attraction and retention.

Why work with Rural Directions?

We have been working with farming businesses helping with grain marketing, human resource management and undertaking business reviews using benchmarking since 1997.

Our consultants operate independently and provide unbiased grain marketing information. They have a wealth of experience working with clients who are managing teams, with a solid understanding of the essential drivers of business and key financial indicators. They understand the challenges that farming businesses face.

Available publications

Decile Report 2017

(published February 2017, updated annually)

The commodity decile report assists when marketing your grain. It can be used as a tool to help make grain pricing decisions.

- Grain price information, collected over 19 years, is summarised into long term, 5 year and 10 year rolling averages
- Commodities include wheat, durum, barley, canola, lentils, faba beans and field peas
- Listed are the lowest prices on record, the highest, average, and those between from decile 1 to decile 9
- Also included are Chicago Board of Trade wheat, Winnipeg Canola Exchange, US dollar and Canadian dollar to Australian Dollar figures

Investment: \$30 (GST inc)

SnapShot™ Combined Report 15/16

(published October 2016, updated annually)

SnapShot is the Rural Directions business benchmarking system, used to monitor performance and progress. SnapShot is like a business health check, highlighting successes and areas for improvement.

- For 15/16, 89 farms benchmarked their businesses; an overview of farm performance across those businesses is discussed
- Helps develop an understanding of profit drivers in businesses and where potential improvements may be
- Includes key benchmarks of profitability, overhead costs, input costs, gross margins, cost of production, financing costs, labour efficiency, machinery investment ratio and return on investment
- Considers cropping, mixed and livestock enterprises
- Includes fact sheets to help understand benchmarks and interpret results

Investment: \$125 (GST inc)

Farm Salary Survey Report

(published April 2017, updated biennially)

The Farm Salary Survey Report provides information on current wages and other benefits for farm employees across South Australia, Victoria, New South Wales, Tasmania and Western Australia.

- Benchmark current wages against similar roles and business types across SA, and within your region
- Understand the marketplace, and offer competitive remuneration that appropriately values employee's contributions
- Use information to attract and retain employees
- Understand legislative requirements such as the National Employment Standards and the Modern Award

Investment: \$125 (GST inc)

Please note: All prices are for electronic copies. If you require a hardcopy there is an additional charge of \$5 per copy for postage and handling.

Farmers who contribute to the Farm Salary Survey and SnapShot Combined reports receive a copy at no cost. Grain Marketing Service and Crop to Market clients receive the Decile Report at no cost.

For more information, contact us on 08 88414500 or visit www.ruraldirections.com

