

Grain Marketing Overview



The business of grain marketing is more than just price

A comprehensive collection of services to assist with your grain marketing requirements using proven systems and years of experience

Benefits

- Access consultants with extensive experience in all facets of best practice grain marketing
- Provide you with tailored reports to vital information to assist with your grain marketing decision making
- Maximise your grain profits by managing price risk with marketing strategies tailored to your business
- Keep informed with regular reports to track your marketing strategy
- Provide you with year round support for all your grain marketing and crop production activities

Our portfolio of services

Grain marketing today can be complex and confusing. This range of grain marketing products are like having a one stop shop, for all of your marketing needs, to save you stress and time.

We offer a range of services from subscriptions for price information; grain brokerage at harvest; and our comprehensive Grain Marketing Service package. We also offer a Crop to Market service which combines our agronomy and grain marketing services.

We pride ourselves on our independence and whole of business focus. This enables us to provide rounded advice that is tailored to individual situations. Our services have been developed to provide up to date information and advice, linked with comprehensive, low stress grain marketing systems and support. It will improve your grain enterprise profitability, organisation, and help you to feel in control.

Years of experience, in both grain marketing and farm business management, mean we understand the sensitive nature of your individual business. Our experience in cost of production, setting target prices, gathering price information, and contracting and transferring grain will move your grain marketing to the next level.

Grain marketing

• Grain Marketing Service

For growers who want support to improve and manage their year round grain marketing activities. You will have access to experienced consultants who will provide you with year round support for decision making, price exploration and grain contracting and transactions.

Features of this package include:

- Sales, contract administration and grain transfers
- Regular income and payment reports
- Subscriptions to Prices Direct™, Market Directions™ and the Overnight Markets SMS™ message
- Ability to attend three Grain Market Briefings per year at either one of the 10 regional locations across the state
- Support with derivative products specific to grain marketing
- EPR declaration reports
- Annual benchmarking and use of our cost of production calculator tool
- Personal Property Security Registration (PPSR)

• Crop to Market

A combination of our valuable agronomy and grain marketing services. It is designed for growers who want to benefit from the natural linkages in combining their agronomy and grain marketing services together.

Features include:

- Agronomy package
- Grain Marketing Service package

• GrainBid™

Targeted at grain growers who want assistance with selling and transferring their grain from harvest throughout the year. We will also complete all of the associated administration on your behalf.

Features of GrainBid includes:

- Access to experienced grain marketing consultants
- Sales, contract administration and grain transfers
- Regular income and payment reports
- EPR declaration reports
- Grain listing
- Personal Property Security Registration (PPSR)

• Personal Property Securities Act Service

Protect your financial interest in your product. Acting on your behalf and leveraging from our systems and knowledge, we accurately complete your PPSR registration.

Why work with Rural Directions?

We have been helping farmers grow their businesses, and particularly in the area of grain marketing since 1997. Our whole of business approach considers both technical and management aspects. Our time spent working with farmers helps them manage their grain. Our strong relationships with the grains industry has helped us to develop the principles required for successful grain marketing.

Because our service is independent, we are able to provide 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.



Training

Reduce the pressure of trying to pick the top of the market by developing a grain marketing plan that provides a strategy that is tailored to your business and will allow for confident assessment of grain marketing products.

There are also a range of grain marketing training courses that have been specifically developed for and delivered to clients throughout Australia. In the past we have delivered customised and targeted training on behalf of GRDC and Viterra. Current opportunities available include:

- Grain Market Briefing Sessions

Each year three Grain Market Briefing sessions, pre seeding, post seeding and pre harvest, are led by one of our experienced consultants. These sessions will help you grasp the current local and global markets; any new developments in the grains industry; and introduce you to the principles that you can apply to your marketing. *(These sessions are included as part of the Grain Marketing Service package.)*

Our pre seeding and pre harvest sessions are also open to all other grain growers to register to attend.

Grain pricing information

- Market Directions™

For grain growers wanting to increase their knowledge in the grain marketplace. We provide you with an unbiased source of local grain pricing. Market Directions is a comprehensive report listing up to date grain prices from buyers across South Australia and Victoria. Built on timely, independent and easily accessible grain pricing information that can guide you in making sound marketing decisions for your business.

"It is valuable to have a market overview report like Market Directions, as it helps us to keep our eye on the ball and provides us some support for determining our own views."
Heather and Graeme Baldock, SA

- Prices Direct™

A year round subscription for a text of the best daily cash price bids to save you the hassle of comparing all of the prices yourself.

"...it's a fast, accurate and independent service, and a very powerful business tool" Karen Burrows, SA

- Harvest Direct™

For grain growers who want to get an independently collated best published cash price for your area text to your phone during the busy harvest period.

- Overnight Markets SMS™

A daily text message for grain growers who do not have the time to monitor grain futures and markets every single day. We offer a truly independent source. Your text will inform you of overnight movements in the global commodity marketplace to help you predict the local price bids for the day.

"The text messages offer prompt information to our fingertips, which helps when making vital marketing decisions" Callum March, SA

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 and post harvest Grain Market Briefing Sessions, to your Market Directions and/or Prices Direct subscription.

“ Grain Market Briefings give us invaluable insights into the market and provide us with a forecast for the coming months, by helping us to revisit and refocus our business on what lies ahead. *Mark and Andrea Hannemann, SA* ”



Testimonials

Mark and Andrea Hannemann, Cleve SA

Grain Market Briefings

Mark and Andrea Hannemann really enjoy attending the Grain Market Briefings throughout the year as "it gives us invaluable insights into the market and provides a forecast of the months ahead." They appreciate that "the sessions provide real, honest and independent information that help guide and improve our grain marketing decision making."

Graeme and Heather Baldock, Kimba SA

Grain Marketing Service

Graeme and Heather Baldock find the Grain Marketing Service valuable as it "keeps us focused on actively marketing our grain." Without this service grain marketing would be harder as "it provides us with access to consultants who have the expertise to support us in pursuing grain marketing opportunities."

As a part of their service package they receive various subscriptions and find it is "valuable to have a market overview report like Market Directions™ and the daily SMS (*Prices Direct*™) to help us keep our eye on the ball."

Callum March, Balaklava SA

Crop to Market

Callum has been a Rural Directions client for over 11 years and over this time has utilised various services. He is a Crop to Market client and knows the benefits from pairing his agronomy and his grain marketing advice; "it makes running a grain production business a whole lot easier."

Callum recommends these two services as a package and appreciates that his advice is coming from an independent company. He knows "I am getting unbiased information and recommendations and this gives me peace of mind that my best interests are being taken care of; therefore achieving the most value from my grain."

He also finds having grain marketing assistance through the Grain Marketing Service "eases the workload and stress levels significantly during peak periods throughout the year, especially harvest time."

Callum March, Balaklava SA



For more information about how these services can improve your business, contact us on 08 8841 4500 or visit www.ruraldirections.com