

Chris Litster Yorke Peninsula, SA



Business benefits from briefings

Chris Litster is a grain grower from the Yorke Peninsula and is relatively new to the Grain Marketing Service and Grain Market Briefings. Since joining the service two years ago he has come to know that the briefings are one of the most valuable and interesting features of the service. He encourages grain growers to consider attending because he knows his own grain marketing would suffer without them.

"Briefings are one of the most valuable and interesting features of the GMS service."

Before joining and attending the Grain Market Briefings at Maitland, Chris had found his grain marketing a challenge. He described it as a 'shambles' that lacked strategy, direction, and discipline. His sales program was impromptu and at times based off non current information which was holding his grain marketing back. So, after a period of feeling dissatisfied with his results, he enlisted the help of Rural Directions and since then, his grain marketing has gone from strength to strength.

He attributes a lot of the improvements in his marketing to the Grain Market Briefings, which have helped him focus on his grain marketing and develop his confidence for making decisions in this area. He said that through the Briefings he has learnt a lot of new skills including forward selling grain which has taken his marketing to a new level. He also says he benefits from "the information on the local and international markets and long term trends" which helps him decide what direction they should be heading in to achieve their overall business goals.

During these sessions he finds himself making notes which he takes home to discuss with Andrew; his brother and business partner. These notes prompt further discussions to give their marketing structure which makes them more proactive and diligent and has improved their ability to plan for grain marketing success.

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Chris really appreciates the valuable information, the relaxed informal atmosphere and the non confrontational discussions at the briefings. Testament to this is the fact that he has yet to miss a session, and he recommends all growers attend if they want help with their grain marketing. He believes that "if everyone knew of the benefits their businesses were missing out on, they would all be registering to come along to the Grain Market Briefings."