

CASE STUDY

Tony and Lee-anne Rodda Port Neill, SA



Strategy for success comes from grain market briefings

Tony and Lee-anne Rodda from Port Neill have been grain marketing clients of Rural Directions since 1999. In this time they have seen many innovations and improvements to the Grain Marketing Service, with one of these being the addition of Grain Market Briefings. Tony and Lee-anne 'hang out' for these each year to give them the opportunity to refocus and review their grain marketing strategy.

These are held at strategic times: pre seeding, post seeding and pre harvest to help when help is needed most. Tony and Lee-anne regularly attend the Grain Market Briefings at Cleve, and value the opportunity to catch up on "all of the ins and outs of the grain industry and markets." Without the sessions, Tony recognises that it would be a challenge to find additional time to spend researching the markets and confirms that the three hour sessions condense most of the information they need.

Returning home, refocused on their grain marketing is an excellent outcome of the Grain Market Briefing sessions. The information and discussions from these sessions provides Tony and Lee-anne with increased "confidence in making clear grain marketing decisions" to benefit their bottom line.

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marketing decisions."*

Following the sessions, Tony and Lee-anne often reflect on what they have learnt. Specifically they review their sales position which guides their decisions on timing of sales and the volume of grain they allocate for sale.

One aspect that Tony and Lee-anne now focus on that they didn't understand before attending the sessions is how to assess grain marketing risk for their business. Tony mentioned that "they now do this by scanning the whole grain marketing picture, from their internal systems to external factors, with the help of a grain marketing expert to answer any questions." He says that attending the Grain Market Briefings "helps them formulate their strategy; by focusing on their own crop whilst keeping in mind local issues and the bigger global picture."

The sessions provide the opportunity for open discussion of issues amongst attendees. "It adds an invaluable layer to the sessions," continued Tony, "as it means we can get other grain growers' perspectives and be able to learn from their experiences and challenges."

Overall, Tony and Lee-anne value and enjoy the Grain Market Briefings and find them relaxed but professional. Rural Directions consultants have enjoyed fostering the relationship with the Rodda's and assisting them to strengthen their grain marketing strategy.