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Three reasons to outsource your grain marketing

Jacinta Kelly, Agvise Senior Grain Marketing Consultant

1. **Knowledge:** Access grain marketing information, Agvise's price discovery platform and unlimited phone advice to manage volatile markets.
2. **Strategy:** Work with Agvise to tailor a grain marketing strategy that fits your business aims, risk profile and profit targets.
3. **Execution:** Agvise is focused on executing your strategy. We also take care of the time consuming administration tasks of contracting, optimising and nominating grain.



How is the 2023-24 season shaping up?

Western Australian grain production is likely to be lower this season which is not all bad. It will help the WA supply chain to recover and Australian trading margins and prices will be more aligned with international values again.

Eyes on northern hemisphere

At this time of year, we are focused on northern hemisphere weather as this is where most of the world's grain supply comes from. Any unfavourable conditions in key areas will affect grain prices.

We seek to understand global supply and demand in key producing and exporting countries such as the US, Canada, Europe, the Black Sea, South America and Australia. Along with production, global stocks and demand, we are constantly monitoring key factors which influence grain prices such as global economics, government policies and market speculators.



What can a grain marketer do for growers that they can't do themselves?

Growers can market their grain themselves, however they have many other components they're managing day to day. Outsourcing to a grain marketer provides you with additional resources for this important part of your business.

Grain markets are persistently volatile, with influences as unpredictable as the weather and global economics. We help you navigate ever-changing grain markets and capitalise on opportunities.

Marketing plan, sales strategy and contract execution

We do this by creating a grain marketing plan, developing sales strategies and executing those strategies on your behalf. Clients can and do have varying degrees of involvement in each of these tasks, depending on what they need or want.

Grain marketing snapshot

Tools we provide clients include the weekly Grain Market Snapshot, an individual grain marketing plan with price targets and alerts and access to a central price discovery platform (pictured below) which collates all public and private bids from the 20-plus active grain traders in WA. We also provide grain position statements which summarise grain sales against production and average prices achieved. A key tool is the unlimited phone support we provide clients to discuss grain markets.

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Dashboard Tools Content System Prices

2021 DEU	2021 KWI	2022 ALB	2022 Bunge	2022 DEU	2022 ESP	2022 GER	2022 KWI	2023 Bunge	23 Prices
Price Item		Best Trade	Offsheet	Today	Last	Diff	Updated	Daily Bid	
▶	22 B Kwi BFED3 FIS			250.00	250.00	0	11:39:08		Target Cha
▶	22 B Kwi BASS1 FIS			325.00	325.00	0	11:39:08		Target Cha
▶	22 B Kwi BFED1 FIS	295.00		290.00	285.00	5.00 ▲	14:25:07	✓	Target Cha
▶	22 B Kwi SPAR1 FIS	345.00		325.00	325.00	0	11:39:08		Target Cha
▶	22 B Kwi PLAN1 FIS			325.00	325.00	0	11:39:08		Target Cha
▶	22 B Kwi BFDEC FIS			280.00	280.00	0	11:39:08		Target Cha
▶	22 B Kwi MAX1 FIS			325.00	325.00	0	11:39:08		Target Cha
▶	22 C Kwi CAN1 FIS EU			635.00	615.00	20.00 ▲	13:04:34	✓	Target Cha
▶	22 C Kwi CAG1 FIS EU			610.00	595.00	15.00 ▲	13:04:34	✓	Target Cha
▶	22 L Kwi LUP1 FIS			365.00	370.00	-5.00 ▼	13:04:34	✓	Target Cha
▶	22 O Kwi OAT1 FIS	360.00		360.00	360.00	0	11:39:08	✓	Target Cha
▶	22 O Kwi OAT2 FIS			340.00	340.00	0	11:39:08		Target Cha
▶	22 W Kwi AGP1 FIS	360.00		350.00	349.00	1.00 ▲	13:04:34		Target Cha
▶	22 W Kwi ANW1 FIS			418.00 🟡	385.00	33.00 ▲	13:14:03		Target Cha
▶	22 W Kwi ANW2 FIS	352.00		350.00	349.00	1.00 ▲	13:58:53		Target Cha
▶	22 W Kwi APW1 FIS			388.00 🟡	375.00	13.00 ▲	13:14:03		Target Cha
▶	22 W Kwi APW2 FIS			365.00	365.00	0	13:58:53		Target Cha
▶	22 W Kwi APWN FIS			415.00	415.00	0	13:14:03		Target Cha
▶	22 W Kwi ASW1 FIS	359.00		355.00	350.00	5.00 ▲	13:05:09	✓	Target Cha
▶	22 W Kwi FED1 FIS			350.00	349.00	1.00 ▲	13:04:34		Target Cha
▶	22 W Kwi H1 FIS			415.00	415.00	0	13:04:34		Target Cha
▶	22 W Kwi H2 FIS			385.00	385.00	0	13:04:34		Target Cha
▶	22 W Kwi SEC1 FIS						13:14:05		Target Cha

Great working relationships with traders

In addition to the tools and information, we have good rapport and working relationships with all grain traders. We are collecting and collating domestic and international market information from them all the time, and from time to time it provides clients with access to private bids.

What is the Agvise advantage?



The Agvise grain marketing service is a focused offering, providing clients simple, accessible, and personalised market information. This ranges from high level global markets to all the essential contract management, optimisation and administration tasks.

Working hand in hand with grain marketing are Agvise's financial management consultants David Mighall, Shane Sander, Nic McGregor and Matt Leverington (pictured) who are focused on the financial side including budgets and cashflow. This helps growers develop a profitable price strategy and understand when they need cashflow.

Agvise is also seeing a lot of farm businesses so can offer an overall perspective from dealing with other successful growers.

How important is it to know your attitude to risk?

Knowing what level of risk you can tolerate for yourself and your business is important. It's down to the individual. Agvise can help you determine this and develop a marketing plan to suit.



How do I engage Agvise to help me with grain marketing?

To discuss your grain marketing needs, contact Jacinta Kelly on 0447 996 200 or jkelly@agvise.com.au. Or speak with your Agvise financial management consultant.