



Objective Grain Marketing

Emily Dempster



Is any decision ever void of
emotion?

How can you dial down the
emotion?

Objectivity tools

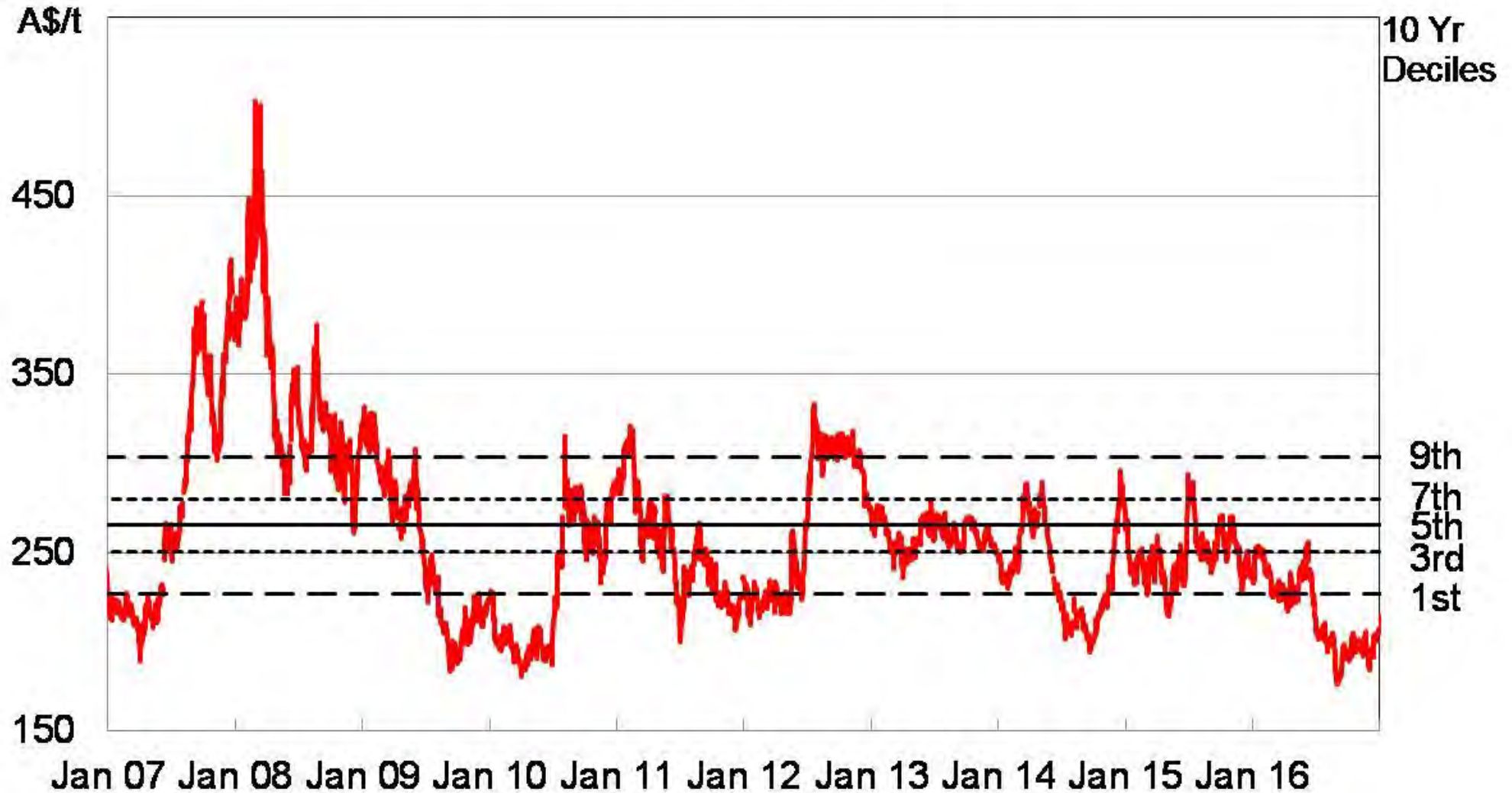
Old school tool



New age tool



CBOT Wheat Futures



Data sources: AHDB, RBA



SalesMate®

A CCGO funded app

**Prioritise the facts
Minimise the
emotion**

The Formula

Price

Production

Propensity to

Sell



Prices

Current 16/17 Wheat Prices

\$276

Price

3.0

Decile

Sell All Price

\$318

Price

8.0

Decile

Floor Price

\$276

Price

3.0

Decile



Production

Estimated Production

2400 t

Area planted

2000 ha

Expected yield

1.2 t/ha

Sold this harvest

t



Sales Strategy

My Sales Strategy

Aggressive

Before seeding starts	0% - 40%
By end April	
Before crop emergence	0% - 50%
By end June	
Before flowering window ends	30% - 70%
By end October	
Before end of harvest	50% - 100%
By end December	
Before seeding new crop	60% - 100%
By end February	



SalesMate

A COGGO funded app

My SalesMate result

150 t

sales target

As at date

29 Apr 16

Current sales period: Before seeding starts



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As at date

29 Apr 16

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Prices

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\$276

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Decile

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My SalesMate result

150 t

sales target

As at date

29 Apr 16

Current sales period: Before seeding starts



Prices

Current 16/17 Wheat Prices

\$276

Price

3.0

Decile

Sell All Price

\$318

Price

8.0

Decile

Floor Price

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Decile



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SalesMate

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My SalesMate result

150 t

sales target

As at date

29 Apr 16

Current sales period: Before seeding starts



Prices

Current 16/17 Wheat Prices

\$265

Price

2.1

Decile

Sell All Price

\$318

Price

8.0

Decile

Floor Price

\$276

Price

3.0

Decile



Production

Estimated Production

2400 t

Area planted

2000 ha

Expected yield

1.2 t/ha

Sold this harvest

t

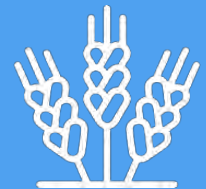


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Before seeding new crop By end February	60% - 100%



SalesMate

A COGGO funded app

My SalesMate result

0 t

sales target

As at date

29 Jun 16

Current sales period: Before crop emergence



Prices

Current 16/17 Wheat Prices

\$242

Price

1.2

Decile

Sell All Price

\$318

Price

8.0

Decile

Floor Price

\$276

Price

3.0

Decile



Production

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2400 t

Area planted

2000 ha

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1.2 t/ha

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By end February



SalesMate

A COGGO funded app

My SalesMate result

720 t

sales target

As at date

30 Oct 16

Current sales period: Before flowering window ends



Prices

Current 16/17 Wheat Prices

\$248

Price

1.4

Decile

Sell All Price

\$318

Price

8.0

Decile

Floor Price

\$276

Price

3.0

Decile



Production

Estimated Production

2400 t

Area planted

2000 ha

Expected yield

1.2 t/ha

Sold this harvest

t



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By end October

Before end of harvest 50% - 100%

By end December

Before seeding new crop 60% - 100%

By end February



SalesMate

A COGGO funded app

My SalesMate result

1200 t

sales target

As at date

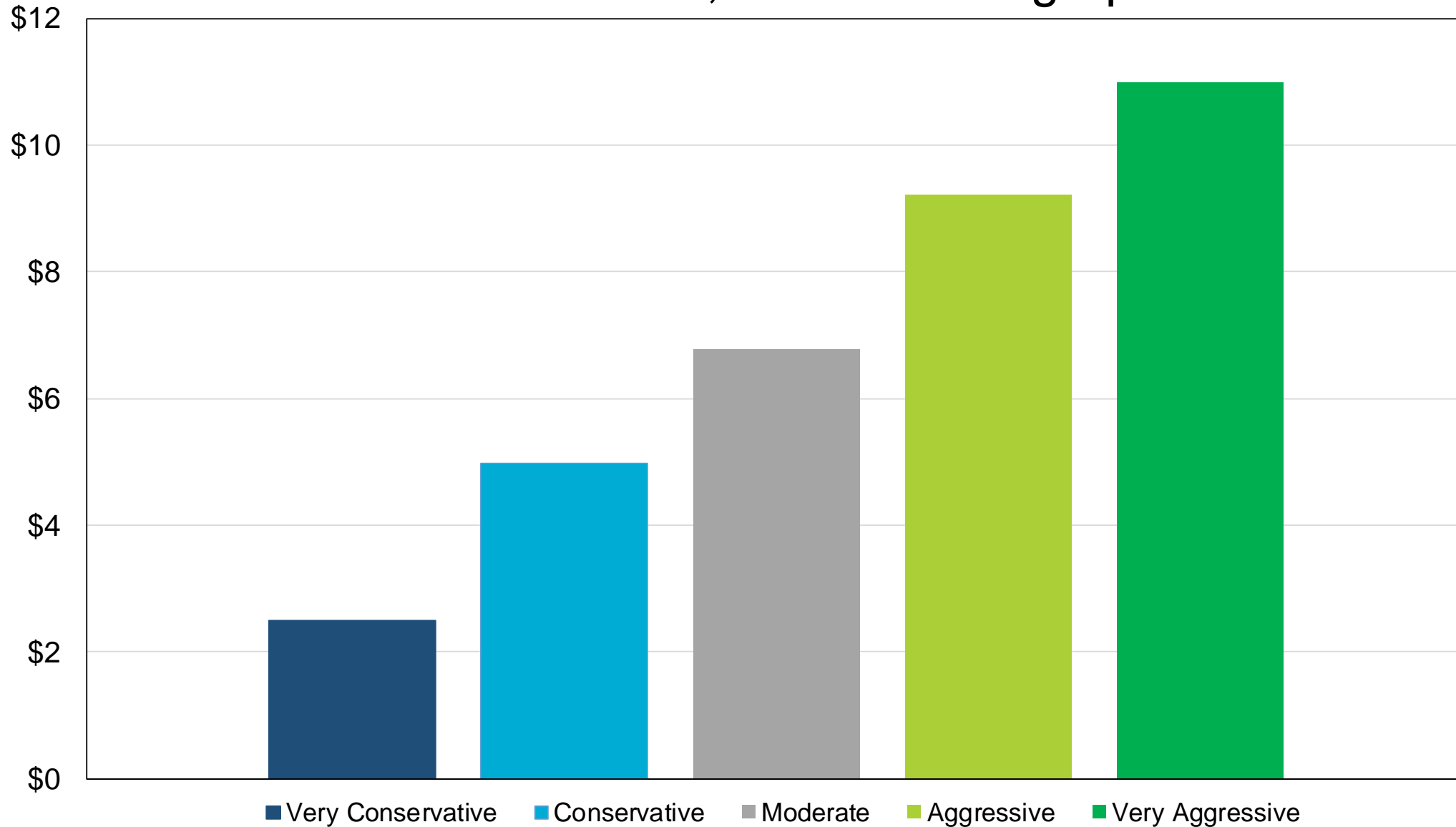
30 Dec 16

Current sales period: Before end of harvest



Average Benefit

Over 2010-2015, versus average price



Reduce emotion
&
perform better
with an objective approach



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Average Price Per Tonne

