



Department of  
Agriculture and Food



**GRDC** Grains Research &  
Development Corporation  
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# Grain marketing strategies for growers

## **Part 1 Marketing Principles**

Nathan Cattle, Profarmer

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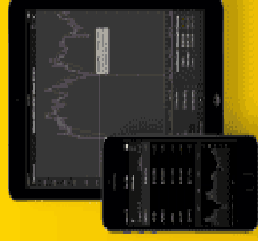




# Profarmer AUSTRALIA



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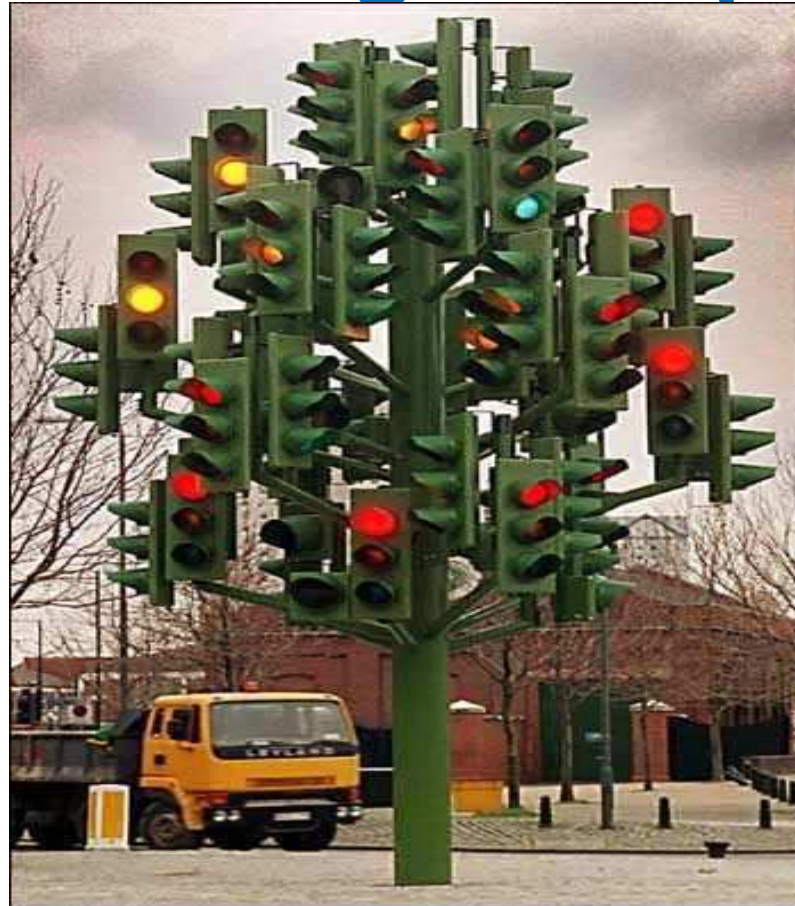
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# Profarmer AUSTRALIA



# Marketing Principles



# Marketing Principles



# Marketing Principles



## *Farmer Risks:*

1. Production
2. Price
3. Inputs



# Marketing Principles



# Marketing Principles

Establish your profitable price

Determine production risk

Favour fixed pricing products

Consider your harvest cash-flow

Forward Market

Harvest Market

Post-Harvest Market

*Farmer Risks:*

1. Production

x

2. Price

x

3. Inputs

✓

✓

x

✓

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# Marketing Principles



## *Farmer Risks:*

1. Production

x

2. Price

x

3. Inputs

✓

✓

.....

x

.....

✓

.....



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# Marketing Principles



## Farmer Risks:

1. Production

x

2. Price

x

3. Inputs

✓

✓

x

✓



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# Marketing Principles



## Farmer Risks:

- |               |   |
|---------------|---|
| 1. Production | x |
| 2. Price      | x |
| 3. Inputs     | ✓ |

- |   |       |
|---|-------|
| ✓ | ..... |
| x | ..... |
| ✓ | ..... |



# Marketing Principles



## Farmer Risks:

1. Production
2. Price
3. Inputs

✓	✓	.....
x	x	.....
✓	✓	.....



# Marketing Principles

