

ProfitTalk

Simple perspective on disciplined grain marketing for producers

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We Believe That...

...the elevator is most successful when we help the farmer be more successful

...we are a service business and we are here to help you get the job done

...the market provides opportunities for both farmer and elevator to be profitable

...a simple, proactive, and disciplined approach to marketing beats all other methodologies in the long run

...the market doesn't care about your cost of production but that doesn't mean that you shouldn't

...simple math is a more useful marketing tool than all the news and information in the world

...target orders are the proactive grain seller's best friend