

Introducing Prairie Grain Portal



Consultation Meetings March 2022

Our Mission

The Prairie grain-economy offers boundless opportunities to diversify to higher-value crops but in today's market producers face formidable challenges -- what to grow, where to find buyers, and how to ship?

Our mission is to overcome these challenges through the market research we conduct, direct sales we facilitate, and logistics solutions we provide -- thereby, empower producers to take charge of their own destiny.



State of our Export-Channels

- Our farm-economy has advanced greatly, achieved significant yield-increases and export-growth, but still with limited crop-diversification.
- Our two staple-crops (wheat, canola) account for 75% of our exports, while we are too dependent on bulk-exports, 85% from the west-coast.
- We are not realizing our full potential; given our natural-endowments and our production-capacity, we ought to be striving for much more.
- The primary stakeholders, *producers*, are not getting what they deserve – low margins from bulk-trades, with limited trade-channel options.



Virtues of Direct Channels

- Our primary objective is to develop new trade channels for producers, whereby they can connect with end-buyers and sell their crops directly.
- These direct-channels will eliminate consolidators and distributors along grain-chains, leaving higher margins behind in the hands of producers.
- Moreover, end-buyers will be prepared to pay a price-premium for crops with specific attributes that meet their custom needs and requirements.
- Also, point-to-point containerized shipments will ensure that buyers receive their orders with crop-integrity intact – i.e., identity-preservation.

Reflecting back on the Past

Deregulation
Privatization

Consolidation
Advancement

Yield-Increase
Export-Growth

Captivity to
Bulk Trades

Margin
Squeeze

Looking into the Future

Global Market
Competition

Mounting
Price Pressures

Specialization
Imperative

Direct-Sales
Channels

Containerized
Exports

Risk-Reward Tradeoffs

- Producers are conditioned to believe that it is better to settle for lower margin bulk-trades for the sake of payment reliability and security.
- This belief is often reaffirmed by risks producers bring upon themselves by falling victim to unscrupulous traders for the sake of higher-margins.
- These are not the type of sales we are talking about; we are targeting corporate buyers willing to back their contract-orders with credible LOCs.
- Also, we advise producers to shy away from exotic-crops that may not find alternative buyers in open-markets if contract-orders fall through.



An Impediment to Overcome

- We are the 8th largest grain-producer and the 5th largest grain-exporter in the world, known for the quality of the staple-crops we grow and export.
- Our reputation is confined to bulk-trades, where farms are seen as mere collection-points, not actual production-sources importers can buy from.
- There is little buyer-visibility into our advanced farms that can grow a huge variety of quality crops and ship direct to end-users in containers.
- Part of our mission is to recast our *global image* by promoting our farms as the primary production-sources that buyers can import from directly.



Recasting our Global-Image

We have developed a 5-pronged strategy to recast our global-image:

- Advanced farms: Getting increasingly larger, sectionalized for multiple-crops, using latest machinery-equipment, GPS-guided variable-spreading-monitoring devices, backed up by management-systems and big-data applications.
- Research capacity: Leading universities and research-labs working behind the scenes but actively engaged in the fields, putting science-and-technology in action, with latest seed-varieties, farming-methods, and sustainable-practices.
- Crop variety: While our export-profile may be highly skewed towards staple-crops, you can find different types and grades of coarse-grains, oil-seeds, lentils-pulses and many other crop varieties, including organic of most things.
- Institutional capacity: Though the grain-industry is now privatized, its regulatory heritage (including classification systems) is there for quality-assurance along the entire supply-chain, from production to handling to processing to exporting.
- Logistics services: The service capacity is there in all corners of the region to handle, process, grade and test every export load, and ship in container-lots, with our own special efforts to pull empty-containers in-land for grain-trades.

Our Strategic Initiatives

Initiatives underway to promote our region's production capacity with:

- **Farm Profiles:** This program is designed to “showcase” our capacity to global audiences – technology, crop variety, diversification-potential, etc.
- **Grain-Mall:** These profiles will be compiled into a virtual tool, *Prairie Grain Mall*, where buyers can see regional attributes and crop offerings.
- **Trade-Forum:** This will then evolve into a trade-facilitation-platform, with crop-listings and purchase-offers, leading to contract negotiations.

Evolution of our Platform with Prairie and Farm Profiles

1

Prototype Template

10-15 sample farm-profiles on the existing portal



2

Profile Database

Enhanced display and DB-management for 1000+ farm-profiles



3

Prairie Grain-Mall

Novel concept for buyers to visit to see crop/farm displays



4

Trade Forum

Enhanced features to facilitate trade contacts/orders



A call for producer participation

- We launched our portal only a few months ago, but thanks to your interest our following (2000+) has far exceeded our expectations.
- Moreover, the articles we try to post regularly (most skeptics thought nobody would read) are getting 100-200 reads a week, some 400+.
- We are grateful for this level of interest but now asking you to deepen your engagement by participating in our “farm-profile” program.
- We are here to serve you, thus welcome your feedback – comments, suggestions, even criticism if we are not meeting your expectations.

The Prairie Grain Portal

Producer Profiles

A unique page dedicated to promoting you!

Our startup is still in its infancy and we are looking for our first few early adopters. If you're an agricultural producer interested in the vision of [The Prairie Grain Portal](#), we want to build a Producer Profile for you (no cost, no obligation, just a stunning page dedicated to you)

