



MARKETSENSE

THE MOST COMPREHENSIVE GRAIN MARKETING PROGRAM IN CANADA

The partnership and the plan. You can have it all with MarketSense.[®]

CUSTOMIZE MARKETSENSE® TO LEVERAGE YOUR STRENGTHS AND COVER THE AREAS WHERE YOU NEED MORE SUPPORT

You'll work with your advisors to discuss different marketing strategies to help you manage pricing risk and optimize your plan. Our local teams of grain market advisors collaborate with market analysts to ensure that they continue to meet the changing needs of our clients. The subscription price is customized according to the features you choose to include.

All MarketSense® clients receive access to the Cargill Farm Maximizer (our proprietary planning software) and market reports to keep you up to date on changes to macroeconomics, supply and demand, and technical analysis.

The only grain marketing advisory service that offers:

- In-depth market analysis by our team of risk managers
- Access to a unique set of risk/opportunity management tools
- FarmMaximizer software to help deeply understand your individual needs

EDUCATION

Choose the amount of education you'd like to receive in addition to our annual ThinkTank sessions.

Small part of service delivery and no dedicated sessions

Small part of service delivery and dedicated session

Occasional discussion as part of service delivery and dedicated session(s)

Large part of service delivery and dedicated sessions

ONE-ON-ONE MEETINGS

Choose the number of one-on-one meetings you'd like to receive in a year.

Infrequent at Cargill location with little emphasis on individual situation

Infrequent farm calls with little emphasis on individual situation

Occasional farm calls with review of the Farm Maximizer

Monthly farm calls with review of the Farm Maximizer

EXECUTION SUPPORT

Choose the type and frequency of contact as well as the level of cash flow and data support you'd like each year.

Before and after harvest

Once a month

Every couple of weeks

Weekly

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IS MARKETSENSE® A FIT FOR YOU?

- ▶ IF YOU CAN RELATE TO ANY OF THE FOLLOWING THINGS, MARKETSENSE® MIGHT BE **RIGHT FOR YOU**:

“I follow the markets but have a hard time pulling the trigger on a sale.”

“I enjoy grain marketing, but I’m too busy to watch the markets.”

“I have a plan for my grain but not enough time to execute it.”

“I have a team behind me but no common goal or mission.”

- ▶ FIND THE **RIGHT MIX OF CONTRACTS** TO DIVERSIFY YOUR GRAIN MARKETING PLAN.
- ▶ OR ASSESS YOUR GRAIN MARKETING STRENGTHS AND WEAKNESSES AND GET **FREE PERSONALIZED POINTERS** FROM THE CARGILL EXPERTS.

ACHIEVE MORE WITH THE CARGILL ADVANTAGE

- ▶ CARGILL HAS A **PHYSICAL PRESENCE** IN EVERY MAJOR GRAIN-PRODUCING REGION GLOBALLY, AND WE OPERATE IN OVER 70 COUNTRIES

The Cargill Advantage connects your local market to global trends in the grain trade.

- ▶ PROGRAMS ARE CUSTOMIZED TO YOU

MarketSense® has helped thousands of clients unlock greater financial freedom through a tailored program based on their individual needs. But Canada's most comprehensive service may not be a fit for everyone. To see if MarketSense® can add value to your farm business, [contact your local Cargill location to meet with Grain Marketing Advisors.](#)

[Cargillag.ca/marketsense](https://cargillag.ca/marketsense)

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