

What is it?

- an innovative subscription based internet service that helps rural landholders, agribusinesses, traders and other industry stakeholders to obtain reliable information about delivery site, buyer and pricing options;
- provides comparable farm gate prices, adjusted for transport costs, of field crops by variety and grade, buyer and receival site whether for export or domestic use in Australia;
- sponsored by Grain Growers Association Ltd (GGA), it adds to the growing number of web-based information products in the Wise Decisions family - including AgreLocate, SprayWise Decisions and ProductionWise – for which users can purchase an annual subscription;
- developed and continues to be maintained under contract by Agricultural Reconnaissance Technologies Pty Ltd (trading as Agrecon).



What can it do for me?

- provides location, distance to and contact details of operators at all delivery sites (Ports, silos and local domestic destinations)
- enables you to choose delivery location, buyer, pricing option and farm-gate price that best suits your farming business;
- assists you to better understand grain prices;
- reduces complexity and enables you to better manage risk when marketing your agricultural crop commodities;



What can I do with it?

- Submit an address for any location in Australia;
- Locate and view any area of interest using satellite imagery;
- Use pan and zoom functionality to change the scale, search and viewing area of satellite imagery for a range of dates since 1972;
- View populated places, roads, railways, crop commodity delivery sites (Ports, silos and local destinations) and Port Zone within which their property falls;
- Identify the location, storage capacity and other characteristics, transshipment options, distance to and contact details of operators at all delivery sites (silos, outdoor storage areas, processing plants and shipping ports) to which agricultural crop commodities can be delivered;
- Select from a range of pricing options and obtain comparable farm-gate prices for all crops, grades, sites and buyers, adjusted for transport costs beyond the farm gate;
- Use or overwrite default flag fall and haulage rates for road or rail transportation;
- Obtain quality related price adjustment estimates for protein, screenings and moisture where these are offered by buyers;
- Identify date and time of latest price updates;
- Chart and review pricing trends throughout the season for any combination of crop commodity, grade and price type;
- Access latest financial indicators and international prices of principal agricultural commodities;
- Print, export and send (by email) functionality.

What information does it provide?

- Delivery site name, owner, type, geographic coordinates, distance and cost of freighting crop commodities from the farm gate to any delivery location within your identified area of interest;
- Contact details and web site hyperlinks for all crop commodity buyers;

- Site name, identity of buyer, crop type and grade, price type, season, price on offer, freight related costs and quality related price adjustments (if applicable) for protein, screenings and moisture;
- Users can select any particular combination of crop type, buyer or grade to be displayed in a table which can be re-ordered by nominating a particular column.

Buyers Tab

- Streamlines and automates daily price setting. Encourages buyers to post, edit and update crop commodity prices through PriceWise;
- Individual buyers profile their business in terms of:
 - **Crop Commodities** to be acquired;
 - **Price Types** for trading crop commodities;
 - **Ports** through which commodities are exported;
 - **Depots** at which commodities are delivered;
 - **Destinations** for direct delivery to local buyers;
 - **Price Spreads** by grade between ports, depots and local destinations;
 - **Distance Metrics** to calculate track spreads;
 - **Fees, Levees and Premiums;**
 - **Prices** on offer;
 - **Delivery Dates** and **Expiry Times;**
 - **Date Metrics** for calculating date spreads.
- These settings are used to auto-calculate or manually override prices for all delivery sites using a starting base port price

Currency of Prices

- Although Agrecon cannot guarantee that all buyers will post or update price, PriceWise will only display prices that are current to the latest 24 hours;
- Previous prices offered by buyers for all crops, grades and price types are archived and used to generate charts showing movements throughout the season in the maximum, minimum, median and average price for particular combinations of crop, grade and price types;
- Financial indicators and international prices from third party sources are updated several times daily

For further information:

Phone: +61 2 6173 6400

Web: www.agrecon.com.au

Fax: + 61 2 6173 6498

Visit: 53 Blackall Street BARTON ACT 2600, Australia

Mobile: +61 413 048 863

Email: buttonb@agrecon.com.au

Mail: P O Box 3786 MANUKA ACT 2603