

GROWER GRAIN MERCHANDISING

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A Farmer Merchant Strategy Statement

We will locate and develop relationships with grain deficit buyers within a 100 mile radius and haul grain to them at prices at least 10 percent higher than the local elevator.

Relationship Building

- Means building trust
- Discover special needs
- Results in differentiation

Farmer Merchandising Examples

- Ohio
- Kansas
 - Merchandising by Thirds
 - Poultry Feeders

