

Auction-style marketing online

THIS year Australian growers will have another format to market their grain, with the introduction of a fortnightly online grain auction.

It will mean grain producers can join their livestock compatriots in being able to market their commodities in a competitive, real-time environment.

GrainsPlus Auctions – an initiative of Liverpool Plains, NSW, based AgVance Marketing launched last month – will run the auctions through its website.

The business is confident it will have up to 40 parcels of grain for auction every sale.

Developers said they believed it was high time such a product was available for grain producers, given

the volumes of grain traded in Australia each year.

"In Australia alone approximately 30 million tonnes of grain is sold every year," said Ian Carter, director of GrainsPlus Auctions.

He said the new auction service would provide growers with a new and efficient way to market their grain, direct from the farm.

Mr Carter said the new product was an example of grain marketing evolving to meet market demand once the tight constraints of the single desk were removed.

The company is not shy about the impact it thinks it will have on grain marketing, claiming it will "revolutionise" the way grain is traded in Australia.

"GrainsPlus allows the seller to

maintain full control of their grain – marketing it directly to a broad base of buyers, whether for local or export trade and creates a much more fluid, competitive and transparent marketplace," Mr Carter said.

The service has been partnered with AuctionsPlus, the market leaders in agricultural online auctions, which company officials claim will provide the necessary technical support to allow every user to transact directly from their computer.

Mr Carter said that, as well as the auctions, the GrainsPlus platform would fulfil an industry need for market information – providing growers, buyers and traders a tool to research current market prices.

GrainsPlus allows the seller to maintain full control of their grain.

He said the unique dynamic of the grains industry meant a specific set of challenges for those wishing to sell their grain.

"Unlike many commodities the requirements for trading grain are immense, presenting many challenges, such as the contractual

agreements, storage and movement."

"So being able to offer online solutions for both buyer and seller is very exciting as it removes any undue stress and means that all aspects of finalising the sale can take place electronically."

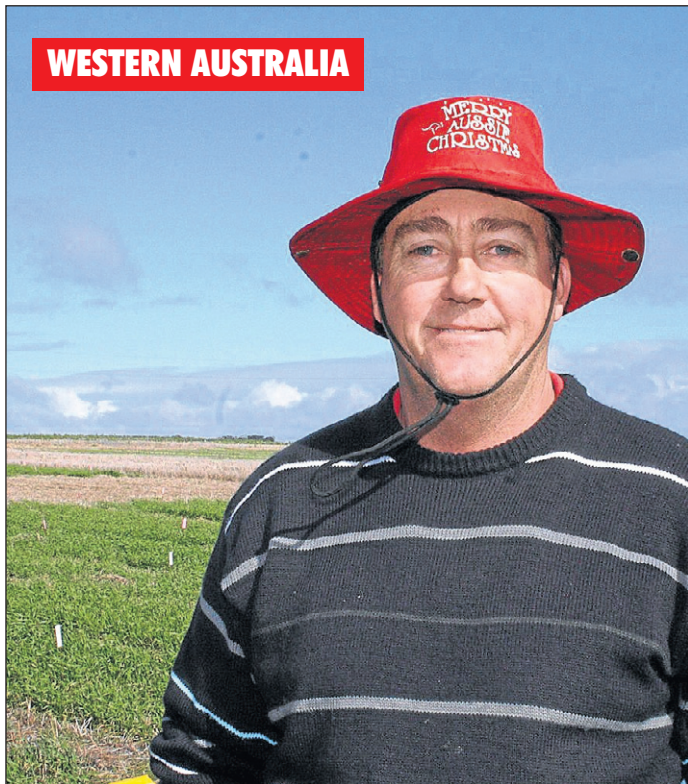
The concept has met with a positive response from some within the farming community.

Liverpool Plains-based farmer Angus Murchison, Quirindi, said the development of an online platform was a positive step.

"With the recent deregulation of the wheat market, we are more than ready to take control of our grain sales and are much more confident in adopting new technology to do so."

Cunderdin farmer to use CBH system

WESTERN AUSTRALIA



CUNDERDIN, WA, farmer Bryn Jasper will be delivering and marketing his grain through the CBH system this season.

Mr Jasper has sown a 2980 hectare cropping program this year, including 1800ha wheat, 900ha barley and 280ha of oats. He said he would deliver to CBH and allocate his grain

from there. "We will probably sell through the main marketers such as Grain Pool and AWB," Mr Jasper said.

"We're not quite big enough to be storing and marketing our own grain and, with on-farm storage, unless you have your own markets you end up using the CBH system anyway."

— COLIN BETTLES

Shipping capacity on block

WEST Australian bulk handler CBH has reacted to demand for shipping space in the deregulated export market by starting a system of capacity auctions.

The first of CBH's port capacity auctions was finished last Wednesday, auctioning about 70 percent of the core shipping capacity for January to June 2010. There is a strong demand for the capacity, with the total demand sought in the first round of the auction at 10.3 million tonnes.

CBH logistics manager Tim Collins said the system had been designed to ensure equitable and transparent allocation of shipping

capacity when demand exceeded supply. "It has proven to be an effective means to allocate port capacity fairly, especially given such high demand," he said.

There were 15 participants who registered for the first auction, which covers the vast majority of the grain export trade.

Despite heavy initial demand, at the completion of the auction there was a portion of spare capacity left in various slots.

Mr Collins said the auction system had been designed with logistics specialist Tradeslot, who provided the platform and systems. The next auction for July-October 2010 is on November 4.

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