



Direct Connections

October 19, 2004

Helping you stay informed!

This Week : Direct -AG Services – Where we've come from and where we would like to go!

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In spite of the difficult circumstance , through your support we have not only been able to meet, but have exceeded our subscription goals this year.

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Dave's . This coming week it will be a full year since we began putting out our newsletter each week. I thought it might be time to reflect a bit on the past year, where we've come from and more importantly where we would like to go in the future.

I have often been asked if I do the newsletter myself. I can assure you this is not the case. Pardon the personal indulgence, but I must thank my business partner and wife, Lynae. Like many of you in your farms, it would be difficult if not impossible to run your business without the support and help of your family. Lynae puts in many hours each week helping with the newsletter, grain samples, and keeping the books straight. Thanks, Lynae, for your important contributions!

Just over a year ago we launched our business at the beginning of the BSE crisis. We felt we could support your marketing efforts by offering a couple of services. The first was the newsletter. We knew it had to be different, to the point, and pay its way. We have tried each week to bring you a premium product with relevant information specific to your farm and growing conditions. The content has been local as well as other information of which you needed to be aware of.

We know what a challenging difficult year it has been for everyone. This makes your support of our efforts even more meaningful. In spite of the difficult circumstance, through your support we have not only been able to meet, but have exceeded our subscription goals this year. Thank you for your encouragement. We are committed to continuing to improve our product and will work hard to bring you the relevant information you need each week.

The second service offered by Direct –Ag, of which I have great hopes for, is still in its infancy. Besides having good information about external factors, you also need sound internal information specific about your farm. I am talking about having a marketing plan in place, based on your unique cost structure and financial objectives. Direct-Ag has designed a service that will painlessly help you do just that.

In the coming year, I would like to come to your farm and show you exactly how this service can help you improve your marketing and cash flow. The marketing plan also ties into another benefit I have had in mind for Direct-Ag from the start, that of setting up a direct marketing network, giving buyers and sellers direct access to one another.

The more participants we have in such a network, the more leverage could be obtained in marketing your grain. This will increase your market exposure as we proactively communicate to a wider range of potential buyers for your grain or hay. Well, that's enough ranting for this week. Thanks again for helping us through year one. With your help, we look forward to the future too. While we have been through a lot of adversity I am certain that things will improve in the future as more domestic slaughter capacity begins to operate, borders open, and demand increases.