

# ... you need CropMarket ...

## because

**1) Sale prices** are **critical** to the **profit** of a farming business

**Profit** = (Price x Yield) - (Variable Costs + Fixed Costs)

Crop **Sales** (ie Price x Yield) ARE 38% of the turnover of a wheat crop ~ and ARE the **largest contributor to profit**

**2) Sale Prices** are becoming increasingly **volatile**

**Prices fluctuate** & Market Prices rise and fall each year ~ Any increase in sale price = An increase in profit

"Between January & May 2002 wheat prices **dropped** by **£28 per tonne**. Put another way, £230 per hectare – the equivalent to the total variable cost bill for a typical farm"  
Source: HGCA 23 Dec 02

**3) There are 2 years** of harvest crops to market **EVERY DAY** of the Year - & **SOMETIMES 3**

Future Prices are quoted for the next 20 months ~ forward sales can be made if prices are right

Prices need to be **watched each day** to take advantage of price movements ~ for this year and next

**CropMarket is an easy and cost effective way of monitoring and keeping in touch with crop prices ... each day ... without needing to log onto a website**

Prices of Bread & Feed Wheat, Feed Barley & Oilseed Rape can be delivered each day by CropMarket ~ or Price Alerts can be set to warn only if prices fall outside the range you set

Therefore you are always in touch with the prices of crops that make up the majority of arable farm sales ...

... and aware of price opportunities

## How

By Text Message to your mobile phone



By Email



By Fax



the website at [www.cropmarket.com](http://www.cropmarket.com)



Each **£1 rise** in prices is £1 **more** profit ... or £8-£10/Ha **MORE** profit for a wheat crop

Each **£1 fall** in prices is £1 **less** profit ... or the equivalent of £8-£10/Ha **EXTRA** cost for a wheat crop

**Prices delivered to wherever you are ... however you want**

## What can I get?

Spot Prices for your region & Future Prices

Each Day

Comment

When necessary

**Website**

Detailed graphs, tables, analysis, reports, currencies, links to 15 min delayed Futures prices, Sales Calculator, Message Settings, High Low Average Prices, CBOT comparisons, Historical prices

Price Alerts for Spot & Futures Prices

When prices fall out of the range you set

Price Report

Weekly