



MARKETSENSE

The background is a collage of three images. The top-left image shows a close-up of grain being processed, with a dark, textured surface. The top-right image shows a combine harvester in a field, with the brand name 'CASE IH' visible on its side. The bottom-right image shows a field of young green plants in rows, growing in dark soil. A solid green vertical bar is on the far left side of the image.

THE MOST COMPREHENSIVE GRAIN MARKETING PROGRAM IN NORTH AMERICA

The partnership and the plan.
You can have it all with MarketSense.®

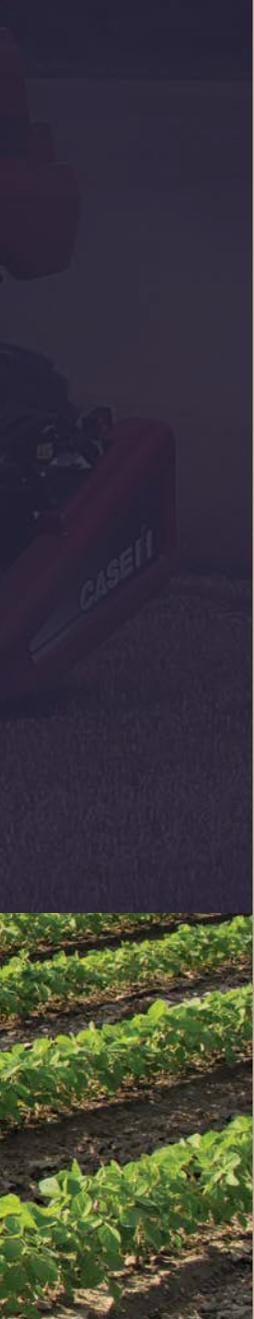
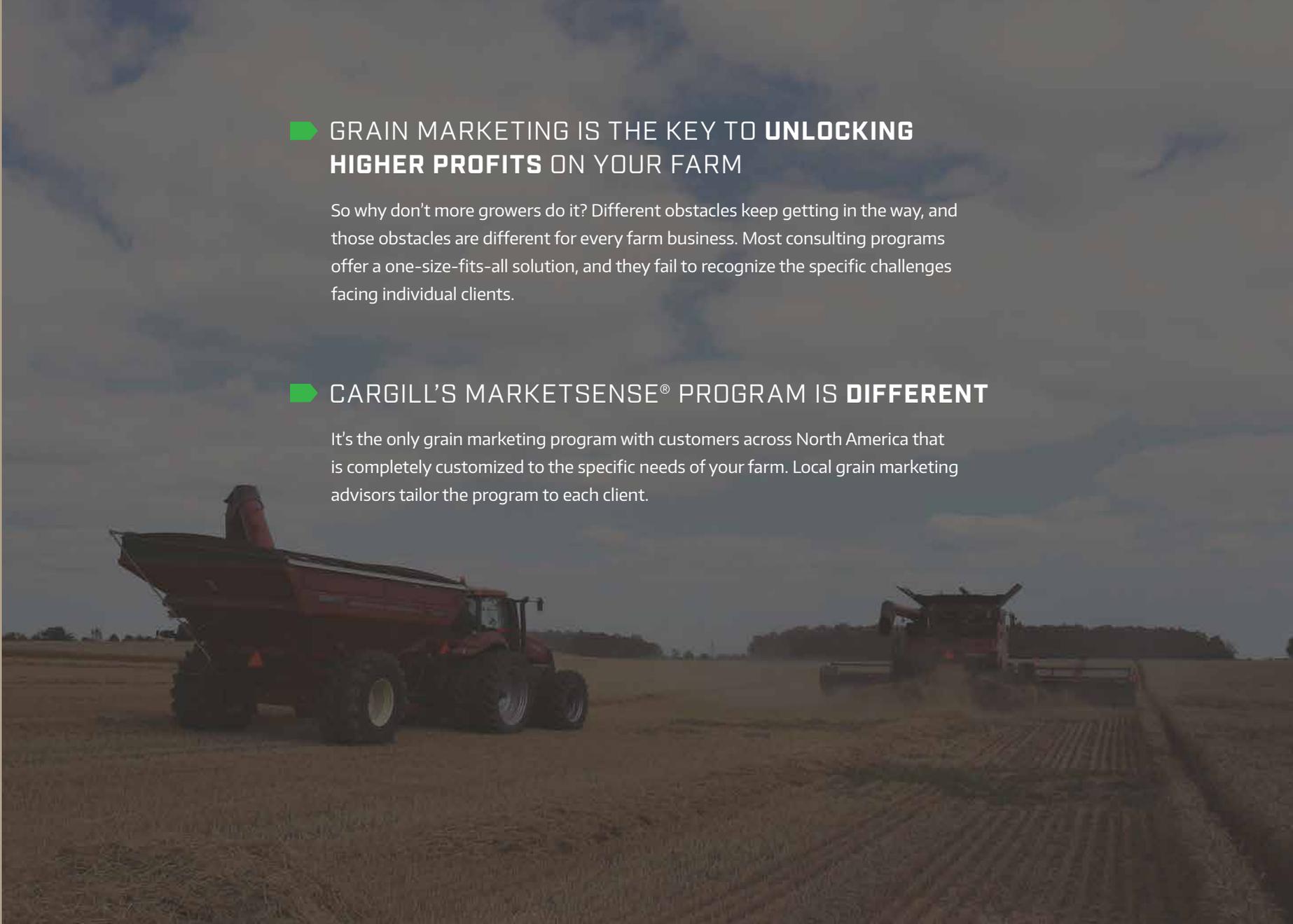


▶ **GRAIN MARKETING IS THE KEY TO UNLOCKING HIGHER PROFITS ON YOUR FARM**

So why don't more growers do it? Different obstacles keep getting in the way, and those obstacles are different for every farm business. Most consulting programs offer a one-size-fits-all solution, and they fail to recognize the specific challenges facing individual clients.

▶ **CARGILL'S MARKETSENSE® PROGRAM IS DIFFERENT**

It's the only grain marketing program with customers across North America that is completely customized to the specific needs of your farm. Local grain marketing advisors tailor the program to each client.





“I follow the markets, but I have a hard time pulling the trigger on a sale.”

We're here to keep you disciplined in your sales strategy. We understand the different options available to manage price risk, so you can feel confident as you navigate grain sales and big financial decisions. You'll become a price maker, not a price taker.

WHERE DO YOU NEED AN EXTRA HAND?



“I enjoy grain marketing, but I'm too busy to watch the markets.”

Cargill operates in every major grain-producing region of the world and close to 70 countries. Our dedicated team of analysts watch the markets in real time and talk with experts and grain traders across the globe. They understand the context behind market activity, and they share this insight with you.



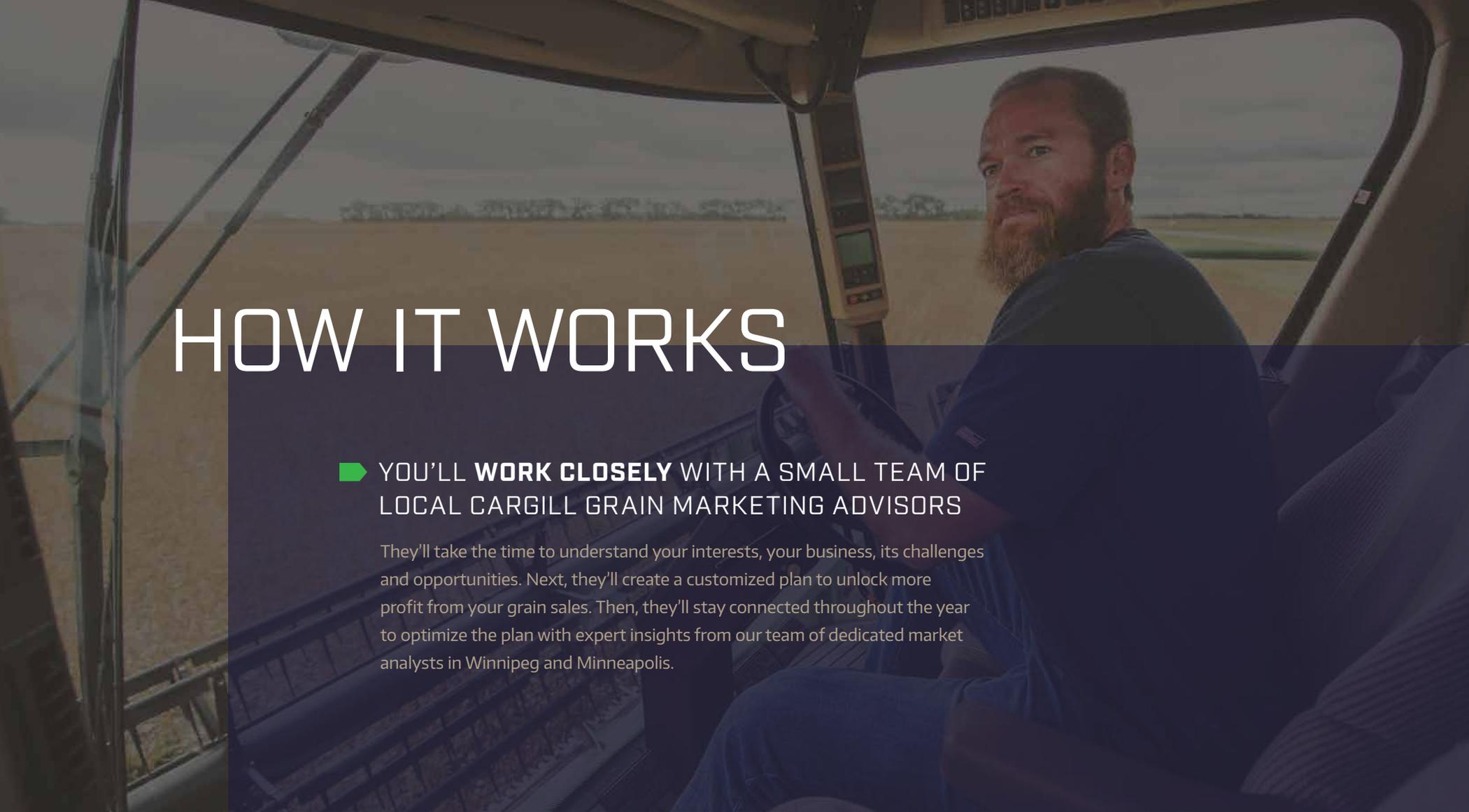
“ I have a plan for my grain but not enough time to execute it.”

We have the tools and expertise to help you stay organized throughout the season. Different selling opportunities are going to come up during the season. We'll be here to keep you accountable to your grain-marketing plan, so we can capture opportunities and help you to avoid market lows.



“ I have a team behind me, but not everyone understands the mission.”

MarketSense® is a direction-setting tool that aligns your team around a common goal. The person making grain sales decisions can feel confident they have everyone's support.

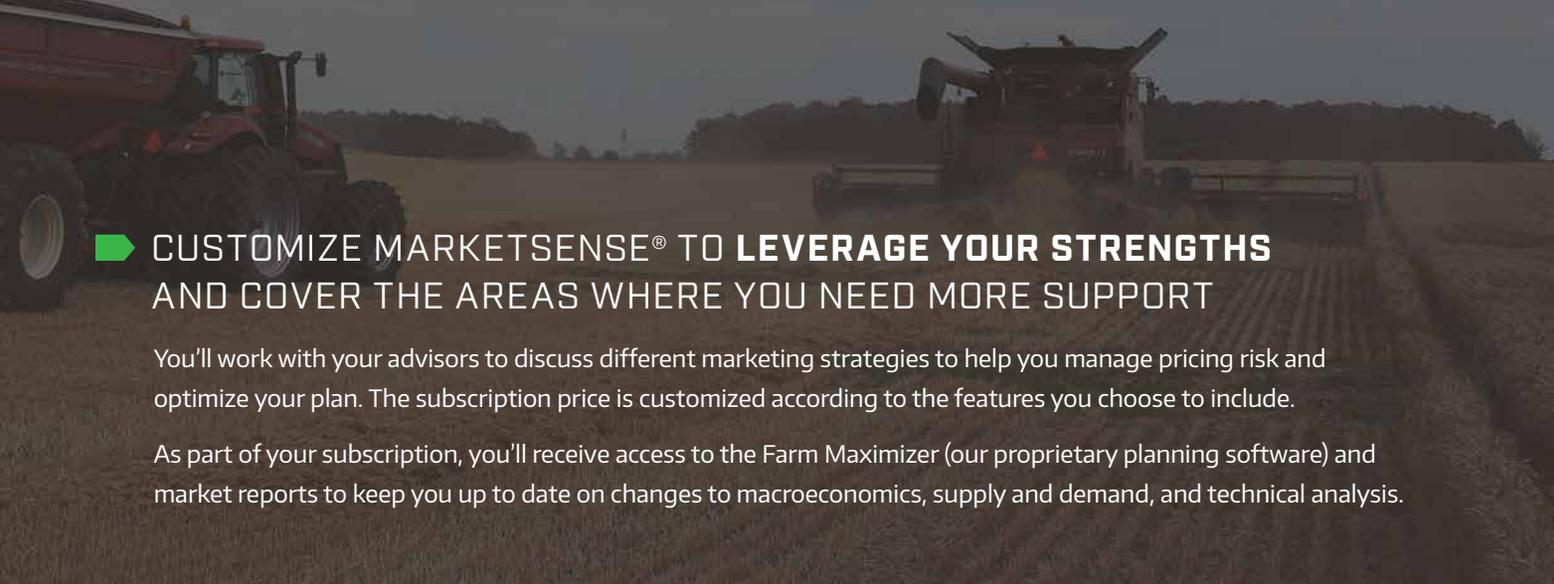


HOW IT WORKS

▶ YOU'LL **WORK CLOSELY** WITH A SMALL TEAM OF LOCAL CARGILL GRAIN MARKETING ADVISORS

They'll take the time to understand your interests, your business, its challenges and opportunities. Next, they'll create a customized plan to unlock more profit from your grain sales. Then, they'll stay connected throughout the year to optimize the plan with expert insights from our team of dedicated market analysts in Winnipeg and Minneapolis.





CUSTOMIZE MARKETSENSE® TO LEVERAGE YOUR STRENGTHS AND COVER THE AREAS WHERE YOU NEED MORE SUPPORT

You'll work with your advisors to discuss different marketing strategies to help you manage pricing risk and optimize your plan. The subscription price is customized according to the features you choose to include.

As part of your subscription, you'll receive access to the Farm Maximizer (our proprietary planning software) and market reports to keep you up to date on changes to macroeconomics, supply and demand, and technical analysis.

EDUCATION

Choose the amount of education you'd like to receive in a year.

Small part of service delivery and no dedicated sessions

Small part of service delivery and dedicated session

Occasional discussion as part of service delivery and dedicated session(s)

Large part of service delivery and dedicated sessions

IN-PERSON MEETINGS

Choose the number of in-person meetings you'd like to receive in a year.

Infrequent at Cargill location with little emphasis on individual situation

Infrequent farm calls with little emphasis on individual situation

Occasional farm calls with review of the Farm Maximizer

Monthly farm calls with review of the Farm Maximizer

EXECUTION SUPPORT

Choose the number of phone calls, texts or emails you'd like to receive in a year.

Before and after harvest

Once a month

Every couple of weeks

Weekly

\$

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A woman with long blonde hair, wearing a dark blue Cargill polo shirt, is smiling and looking towards the right. She is standing in a field of young green plants under a blue sky with scattered white clouds. The background is slightly blurred, emphasizing the woman and the text.

ACHIEVE MORE WITH THE CARGILL ADVANTAGE

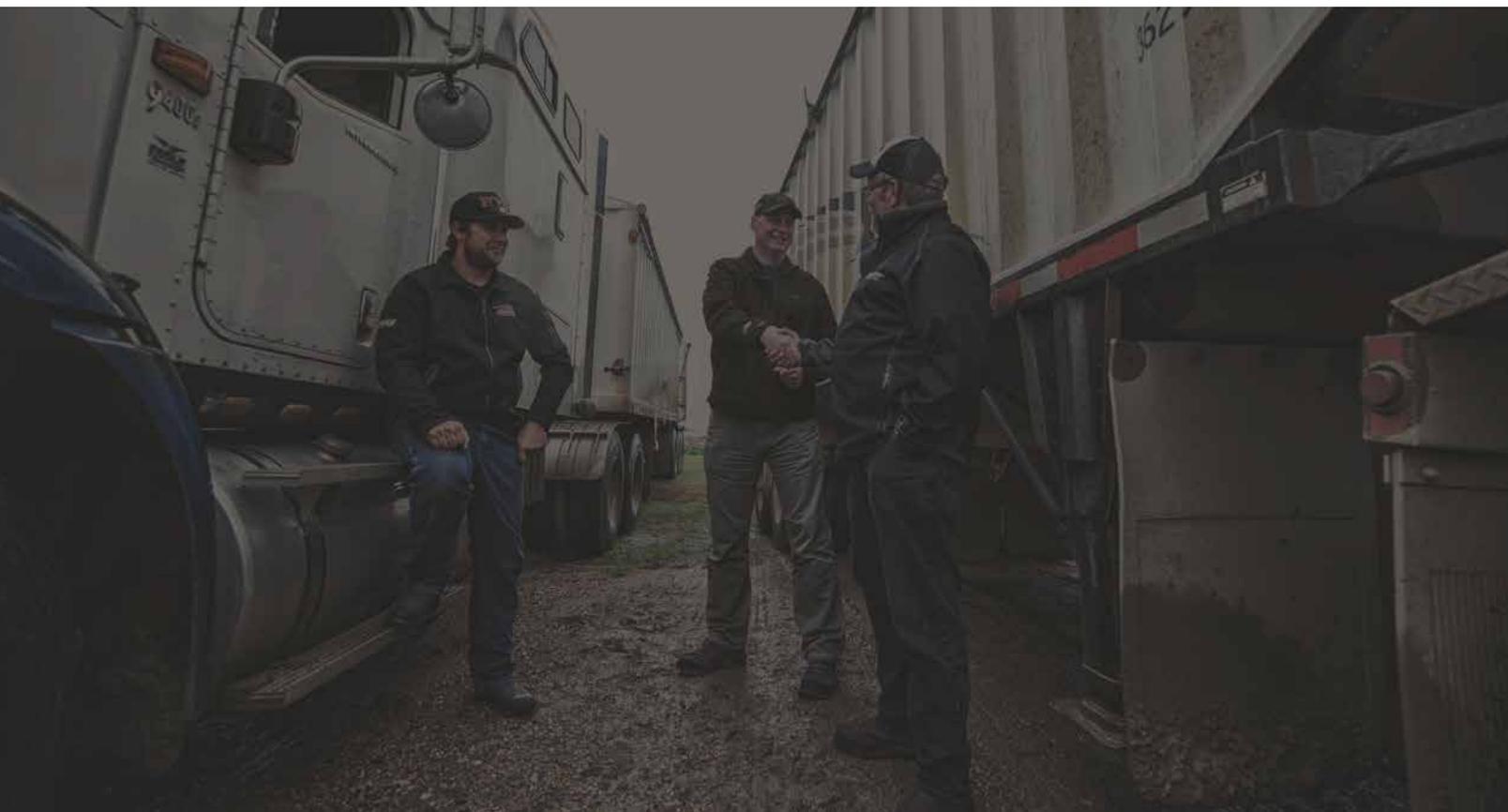
- ▶ CARGILL HAS A **PHYSICAL PRESENCE** IN EVERY MAJOR GRAIN-PRODUCING REGION OF THE WORLD, AND WE OPERATE IN CLOSE TO 70 COUNTRIES

The Cargill Advantage connects your local market to global trends in the grain trade.



▶ OUR LOCAL TEAMS OF GRAIN MARKET ADVISORS COLLABORATE WITH MARKET ANALYSTS TO ENSURE THAT THEY CONTINUE TO **MEET THE CHANGING NEEDS** OF OUR CLIENTS

Most importantly, they work to bring you new strategies to manage risk and achieve more with your grain sales.

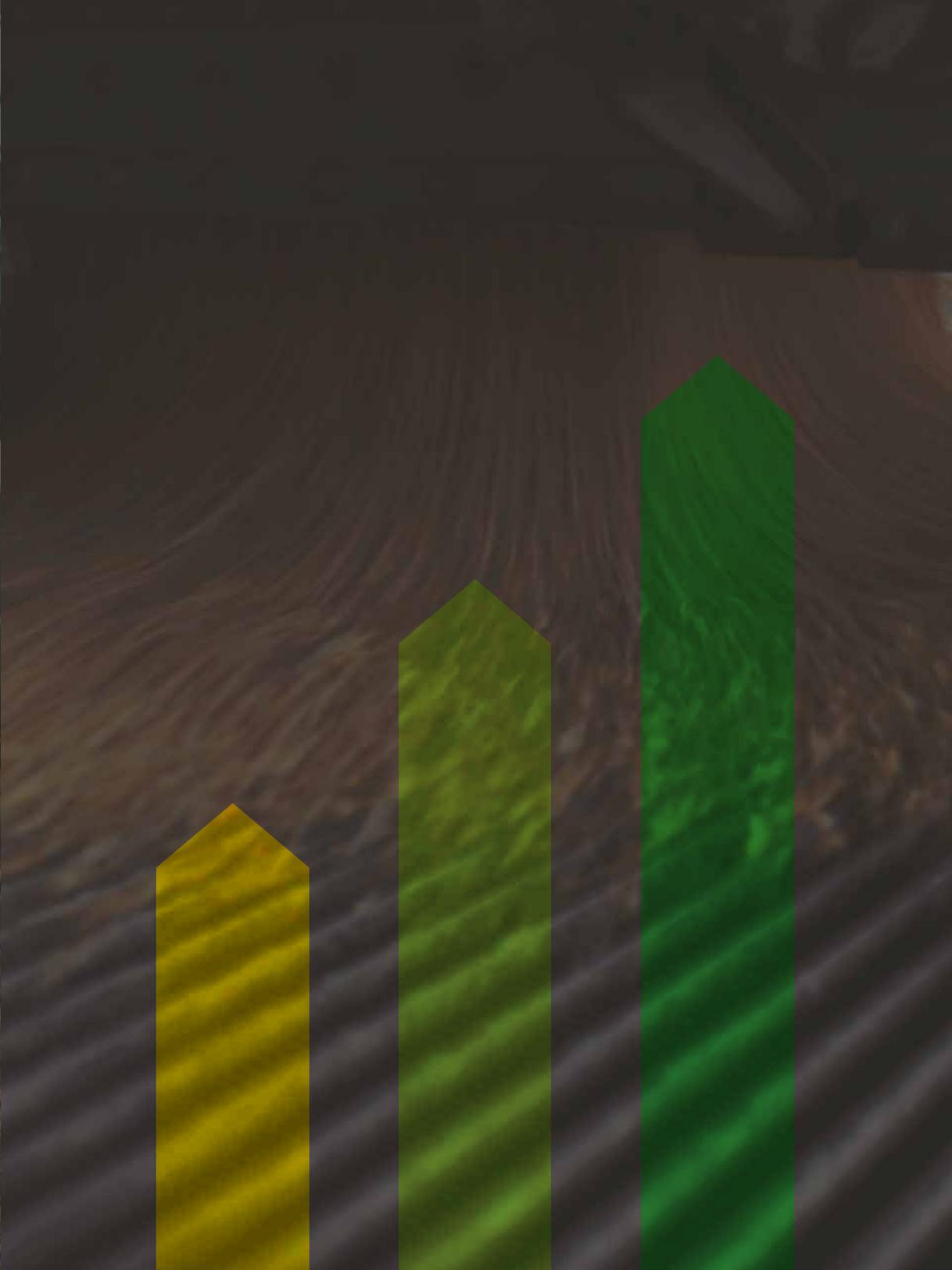


IS MARKETSENSE® A FIT FOR YOU?

► PROGRAMS START AT \$5,000

MarketSense® has helped thousands of clients unlock greater financial freedom through a tailored program based on their individual needs. But North America's most comprehensive service may not be a fit for everyone. To see if MarketSense® can add value to your farm business, contact your local Cargill location to meet with Grain Marketing Advisors.







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cargillag.ca/marketsense

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