# Growers Edge brings together weather, news, market commentary in one place



Posted: Thursday, July 14, 2011 11:10 am | *Updated: 11:12 am, Thu Jul 14, 2011.*

**By Wendy Sweeter, Editor | 0 comments**

Craig Mouchka may not have grown up working in production agriculture, but realizes how hard it can be to make a go of it.

Mouchka, president of Growers Edge, founded the Iowa-based company in 2007. However, they waited until they finished farmer focus groups and other research before fully launching the website earlier this year.

Mouchka, who went to Drake University for business and political science, worked in ag sales after college. Through that experience, he wanted to find a way to help producers maximize their profits.

"During that time is when I started seeing a bunch of gaps which turned into opportunity in my mind," he said. "But, we really saw that farmers were struggling making the connection between risk management and marketing and the operating side."

Mouchka decided to create an interactive site that would have market commentary, market prices, weather information and ag news. He also wanted to make sure the site was free for those who wanted to sign up.

"Our goal is to help them make money, save money, save time, which leads to more profitability for them," he said.

When producers log on to the Growers Edge website, they will find information about the site that gives them a look at what it would be like if they registered their information.

Once a producer decides to register, he can input as much information as he would like. Mouchka assures producers that the site is secure for them to input as much information about their operation as they wish. Everything is password protected.

When a producer creates an account on Growers Edge, the information generated for him is specific to his address.

"When a farmer creates an account, it's actually tied to his specific location, his actual address," Mouchka said. "Within a 200-mile radius of their operation, we pull in every cash bid that's available on the spot and forward market up to 12 months out."

In addition to the market information, Growers Edge will tell the producer their trucking and storage costs to help

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them make the decision on when and where to market their grain.

"We don't want to advise them on where to sell or how to sell or when," he said.

Through Mouchka's research, he found that on average, a producer will check with 2-4 places before deciding where to sell. Growers Edge's advantage is saving the producer time by pulling together every opportunity available to producers within a 200-mile radius and ranks them in order of best to worst.

"It's the power of information. It's pulling together and doing a lot of the work for the farmer," he said.

Find out more about Growers Edge at www.growers-edge.com. Or, visit them at the Graff Insurance Agency booth #2607 at Farmfest.

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CU11 5-min Chart

| Symbol | Last | Chg |
|---|---|---|
| » Corn | 675-2s | -17-6 |
| Soybeans | 1309-2s | -22-2 |
| Wheat | 656-4s | -22-4 |
| Live Cattle | 114.100s | -0.025 |
| Feeder Cattle | 132.575s | -1.125 |
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