

# Growers Edge Gives Farmers New Online Options

Written by Bob Coffmann  
former Agriculture Editor

Growers Edge ([www.growers-edge.com](http://www.growers-edge.com)) is a comprehensive new online risk management tool for farmers, using multiple Internet and mobile connections to deliver a toolbox of interactive marketing management features for the home office or for farmers on-the-go.

According to Craig Mouchka, president of Growers Edge, "This is an absolutely free web service, delivered on multiple Internet platforms, to help farmers calculate their crop business profits in a fully-interactive climate, based on each farmer's individual assumptions and existing futures and cash market conditions for a variety of row crops."

The Growers Edge website focuses largely on the nation's Grain Belt from the Dakotas through the central plains and from Ohio westward to Colorado. "To monitor local cash conditions, we collect spot and forward price bids daily from more than 4,500 locations, which users can customize to markets they normally consider when making marketing decisions," Mouchka explains.

Those using the CashMax™ feature will be able to customize and narrow their cash bids to see the best options within a 200-mile radius of their farm, including cash bids and basis calculations. Another analytic tool allows for miles-to-market transportation costs to determine net price revenues per bushel.

Beyond the normal Internet platform, a mobile text-messaging component can deliver critical, time-sensitive



information to hand-held smartphone devices, to add portability to the Growers Edge service.

Growers Edge, headquartered in West Des Moines, Iowa, has been developed and launched by a handful of private investors with a working knowledge of farmers' information needs, with a focus on improved profitability. "This gives the site the neutrality that many growers are looking for, without any particular commercial bias."

“Not only do farmers like this at-a-glance service, but so do their bankers.”



User registration is free, as is access to the site. The site will be supported through advertising revenue, “but without intrusive banner ads or pop-ups,” Mauchka emphasizes. “We are trying to follow the Google business model, with quiet, but interactive advertiser logo buttons for users wanting to learn more about that particular product or service.”

The site includes a full complement of weather, price quotes, and market-sensitive news. “But it really shines because of the interactivity for farmers to personalize price quotes, cash bids, etc. to their own localities or situations.” Mouchka adds, “That means on-the-fly calculations driven by a bottom line profit objective defined by each individual.”

Growers who wish to develop a trading portfolio may do so through the site’s Trading Edge feature, which uses a third-party discounted fees brokerage service,

operated independently from the Growers Edge. Those registered for the trading and tracking feature (at no additional cost aside from trading fees), will also receive a premium upgrade of weather information through the Weather Pin service for highly localized weather.

The Trading Edge feature also provides real-time futures price quotes. Otherwise, the site delivers delayed price quotes and full charting features. Non-crop commodity prices and charting (such as financials, currency, and livestock futures) are also available through the site.

A handful of independent market advisory services provide their own market news and analysis available as a no-charge option to give producers various market perspectives.

A number of spreadsheet pages are presented in the Profit Manager portion of the site so that users can know at any moment what their financial situation is. “Not only do farmers like this at-a-glance service, but so do their bankers,” Mouchka observes.

Farmers interested in checking out Growers Edge online can connect at [www.growers-edge.com](http://www.growers-edge.com) or call customer service at 1-866-678-3343.