

Web Marketing Service



www.feedcentral.com.au

✓ HAY ✓ GRAIN ✓ SILAGE ✓ STRAW

Feed Central is the national 'go to' market place for feed. All lots are listed on Australia's most trusted domestic hay selling website, www.feedcentral.com.au. We are your strong, secure and stable alternative; place your product 'on consignment' for us to market on your behalf, online and in person.



Benefits Of Marketing Through Feed Central

- ✓ Web selling platform supported by expert personalised service
- ✓ Grower sets price
- ✓ Guaranteed on-time payment
- ✓ Hay and Grain Quality Assurance options, including GTA, Visual Assessment and Feed Testing
- ✓ Your entry point to the Feed Central Sales Team, our national network of buyers, and spot and long term contracts
- ✓ The ideal system for on-farm stored hay and grain

You can't sell a secret, list today...

FEATURES	FLEXIBLE QUALITY ASSURANCE OPTIONS		
	BASIC GRAIN ONLY	SELF-ASSESSMENT HAY & GRAIN	FEED CENTRAL ON-FARM INSPECTION HAY ONLY
1. STRONG, SECURE, STABLE			
Advertised on www.feedcentral.com.au	✓	✓	✓
Vendor Sets Price	✓	✓	✓
Guaranteed Payment ⁱ	✓	✓	✓
Transport Coordination - Your Truck or Ours ⁱ	✓	✓	✓
Written Contracts ⁱ	✓	✓	✓
Marketed By Feed Central Sales People & www.feedcentral.com.au	✓	✓	✓
No Commissions, Selling Fees, Marketing Costs or other RCTI deductions ⁱⁱ	✓	✓	✓
2. QUALITY ASSURANCE PROCESS			
Visual Appraisal	—	Accredited Grower/ Baling Contractor ⁱⁱⁱ	Feed Central Representative
Sampling	—	Accredited Grower/ Baling Contractor ⁱⁱⁱ	Feed Central Representative
Moisture Readings	—	Accredited Grower/ Baling Contractor	Feed Central Representative
Photo / Video	—	Accredited Grower/ Baling Contractor ⁱⁱⁱ	Feed Central Representative
Feed Test Included	—	✓	✓
Feed Central Grades Grain (to GTA Standards) & Hay (to Feed Central Standards)	—	✓	✓
Full Quality Certificate Generated and Available to Buyer & Seller Online	—	✓	✓
YOUR INVESTMENT^{iv}			
	GRAIN ONLY	HAY & GRAIN	HAY ONLY
CLIENT LOYALTY PROGRAM			
Interested? Refer to Question 7 on page 3 for details	Advertised Price	\$0	\$99
	GOLD Supplier	—	\$77
	PLATINUM Supplier	—	\$0
		\$0	\$77

ⁱ Feed Central only guarantees payment & provides these services on product we sell. ⁱⁱ excludes government applied grain levies & plant breeder royalties. ⁱⁱⁱ Refer to Question 8, page 2 for information about accreditation criteria ^{iv} All prices include the Feed Test & GST

START NOW!



PHOTOGRAPH FORM (PAGE 4)

and text to 0407 940 695 or email to info@feedcentral.com.au



LIST ONLINE

www.feedcentral.com.au



LIST BY PHONING

1300 669 429



FAQs ???

The Why and How Behind What We Do

1 Why Market with Feed Central?

Because it works! It is the backbone of our very popular web platform www.feedcentral.com.au, which is the number one bulk feed selling platform in the country. Our web/consignment-based selling system has been working for almost 20 years now. It allows growers to list at any price they want, and it allows buyers to view the product and make decisions based on the information presented.

2 Does Feed Central do forward contracts?

Our sales team do many forward contracts each year, but we do not speculate (take positions). We only ever offer a contract when we have a physical buyer. Our consignment listing system is the front gate of our forward contracts system. So to access our long term forward contracts, simply list in the consignment system and we will contact you as an opportunity becomes available.

3 What price will I get for my hay?

We firmly believe that hay is not a commodity where one price fits all. Therefore, we strongly encourage growers to set your own asking price based on your location, your bale weights (heavier bales decrease freight costs), your quality and your location. Our sales team are always flat out working with buyers, but rest assured they will call you once we have all the quality details of your hay (following the QA process). In the meantime, our website shows a complete list of current hay available and the prices being asked. We have also developed an online tool called "Compare Other Lots". This is available by logging in and following the links to "Compare Other Lots" under the red "Sell" menu.

4 How long will it take to sell my hay?

Due to water availability, there has been a long trend away from irrigated hay and a big trend towards winter cereal and vetch production. This means that most of the hay now gets made in a 60 day window (Oct-Nov). But livestock eat 365 days/year and it is common to have a feed gap in winter. In some situations, such as the drought of 2018-19, large quantities of hay sold as soon as the feed test was done, but in other years it can take longer. The growers that we see do the best out of hay play the long game. They have sheds, they list with Feed Central and they set the price and review it regularly with us. **What we know from 20 years' experience is that we almost always run out of good quality hay in winter.**

5 What are some of the benefits of buying and selling hay online with Feed Central?

Our buyers love the easy-access information we provide on quality including the Feed Test, the visual assessment and the visual images. Buyers enjoy browsing online 24/7 and comparing lots across the country. The website is very clever and calculates a delivered price to the buyer on every line listed within about 5 seconds. This is why we will ask for your location and your bale weights along the way.

6 What does "guaranteed on-time payment" really mean?

At the time of sale, we contact you and negotiate the finer details of the contract, including payment terms. Once a deal is struck, we are your buyer (your counter party); we are not an agent or a broker. Hence, legally **we are financially responsible to pay you**. We issue RCTIs and pay directly into your account when it is due. We manage our business closely; we manage our debtors even more closely; we don't speculate on commodities; we have a

good physical asset base with strong equity and we have the best available debtors' insurance. All of this means that we have a 20 year perfect track record of paying our accounts 100% in full and on-time.

7 How do I qualify for supplier discounts?

PLATINUM SUPPLIER PROGRAM: Platinum status is by invitation only and is only offered to a very select number of suppliers who have shown strong loyalty to Feed Central over a number of years. These growers also have modern hay making equipment and normally extensive storage facilities. If you think that this applies to you then we would welcome a conversation. Please note there are expectations on both parties, and it does not suit everyone. Platinum status is reviewed annually.

GOLD SUPPLIER PROGRAM: If you own a modern large square baler and you have sheds for most of the product you produce, or you are an irrigated Lucerne hay grower (making large squares bales most of the time), then you are welcome in our Gold Supplier Program. You commit to working closely with Feed Central, with normal business expectations on each party. Gold status is reviewed annually.

8 How can I become an accredited grower or baling contractor to do the Self Assessment?

Regular growers and hay contractors are welcome to apply to become Accredited Self Assessors. Your application will be vetted by Feed Central. The application process is simple. For more information and to learn more about our expectations of Accredited Self Assessors, simply proceed by choosing the Self-Assessment Option on the form and we will give you a call.

9 What is the quickest way to get my product advertised?

For Grain, BASIC is the fastest; while For Hay, SELF-ASSESSMENT is the fastest.

10 How long will it take to get a Feed Central on farm inspection done?

We make no firm promises about how long you will need to wait for a Feed Central On-Farm Inspection. Normally (but not always), we wait until we have a volume of lots in each region to inspect. Historically, this has resulted in clients waiting between 2-8 weeks.

11 Should I do a Self-Assessment or wait for a Feed Central On-Farm Inspection?

That decision is entirely up to you. If you are new to Feed Central, then you are welcome to wait and choose an ON-FARM INSPECTION this time. Once we get on-farm, we can guide you through the inspection process so that you can do it in the future without assistance. If you choose SELF-ASSESSMENT now, you can upgrade to an ON-FARM INSPECTION later. You will only be charged the difference in price.

12 How does Feed Central make money?

The price you set and agree to is the net amount, there are no deductions (unless there are statutory levies). We effectively add a buyer's premium.

13 Are there hidden costs or account keeping fees?

It is very important to us and our buyers that you keep your listing up-to-date as buyers want to only be viewing lots that are ready to be purchased. We will charge you a monthly account keeping fee of \$30/month if your listing is not up to date. We will only charge that fee once we have reminded you several times.

14 What does Feed Central expect of the grower?

The integrity of our website is extremely important to us; buyers dislike seeing old outdated listings. Our only expectation of you the grower is that you review your price and volume at least once per month. You can do this by calling us and talking to us or online. We also send you reminders via text and email. You are charged a monthly account keeping fee if you don't update your price and volume at least once per month. Naturally if we proceed to contract your product, we have expectations that will be clearly outlined on the contract.

15 Can I sell elsewhere or feed to my own stock?

Yes, and Feed Central's Quality Certificate can help you do that. But, as stated above, we expect that you keep your price and volume up-to-date at all times. This includes informing us if there are price or volume changes for any reason.

16 Does all hay listed through Feed Central sell through Feed Central?

No. We sell at least one load from about 80% of listings. Some hay sells between neighbours, some hay sells privately, and some is fed out on the farm where it is grown. Most growers enjoy the flexibility offered by this service. This said, there are many lots where we sell 100% of it.

17 Is Feed Central based solely online?

The system is backed by people, who are experts in their field. Many large buyers enjoy one-on-one account management; long term forward contracts and exclusive procurement relationships. However, you can still phone us to discuss any queries and we welcome your communication.

18 Why do you collect my credit card details?

Feed Central runs an extremely efficient, safe and secure backend system. We are constantly searching for quicker and faster ways to do the mundane work without compromising security. That way, we can put clients front and centre of the business. We collect your credit card details because it is the safest, fastest and most efficient way to be charged. It is simply not an efficient use of time issuing and chasing accounts for these relatively small amounts. If you cannot pay by credit card, a \$20 charge will be added to all fees.

19 Are my credit card details safe?

Yes, your credit card details are kept within a very secure NAB system and are unavailable to any Feed Central staff now or in the future.

20 What fees will be charged to my credit card?

In our system, the generation of Feed Test results triggers the QA charge. This is a once-off charge. You will also be charged a monthly account keeping fee, but only if you do not update your price and/or volume at least once per month. This fee will only be charged after numerous reminder texts and emails have been sent to you.

21 Can I upgrade my Quality Assurance options?

Yes, and you will only be charged the difference between the two.

22 Why do you charge QA fees?

There are many reasons, but the main reason is because we don't expect exclusivity; you are free to sell elsewhere and our Quality Certificate (including Feed Test) will help you sell privately. That is why we think it is fair to charge (very competitive) fees for QA services.

This brochure outlines some of our Terms & Conditions. You will find the complete list at www.feedcentral.com.au/terms-and-conditions

GET STARTED NOW!

 **PHOTOGRAPH FORM** on page 4 and
TEXT to 0407 940 695 or
EMAIL to info@feedcentral.com.au

 **LIST ONLINE** at www.feedcentral.com.au

 **LIST BY PHONING** 1300 669 429

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www.feedcentralshop.com

HAY TESTING PACK

Includes Carry Bag, Hay Corer,
Delmahorst Moisture Meter,
Milwaukee M18 Hammer Drill

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Sturdy Stainless Steel Construction
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JUST NEED A MOISTURE METER?

The F-2000 has the ability to check hay
moisture in bales or windrow, matched with
class leading accuracy and clarity!

Purchase from www.feedcentralshop.com



ORDER NOW HAY TARPS!

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end of the cover*

ORDER 5
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Sturdy, 40 ft x 8 ft with a 1 ft skirt (eyelets, no ropes)

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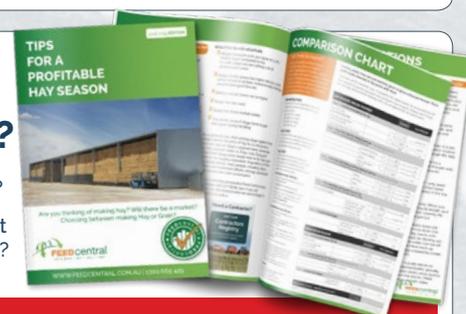
call **1300 669 429**

or visit www.feedcentralshop.com

Thinking of making hay?

Will there be a market?

Wondering what is best
between hay and grain?



DOWNLOAD OUR HAY BOOK

All the answers you need to help you
make the right decisions this season!

www.feedcentral.com.au/makinghay

Need a Contractor?



VISIT OUR
CONTRACTORS REGISTRY

www.feedcentral.com.au/haycontractors

Let's start the Marketing process now...

Step 1 - Contact Details

Trading Name:	Contact Name:	ABN:
Mobile:	Phone:	Fax:
Email:	Postal Address:	
Town:	State:	Postcode:

Step 2 - Product Detail

Listing 1

Listing 2

Listing 3

What is the product type?			
How is it stored? (eg. shedded, paddock, silo etc)			
How many bales? (HAY ONLY)			
Estimated Bale Weight (HAY ONLY)			
How many tonnes?			
Product Size / Packaging (eg. 8x4x3, round bales, bulk etc)			
Grade (GRAIN ONLY)			
Product Location (eg. nearest town)			
Your nominated price? (Ex-Farm)	\$	\$	\$

Step 3 - Choose Your Optional QA Upgrade (✓)

For QA Pricing, Refer to Table on Page 1

BASIC GRAIN ONLY Supplier nominates grade			
SELF-ASSESSMENT HAY, STRAW, SILAGE Refer FAQ 8 (page 2). Regular hay growers and hay contractors are welcome to talk to us about accreditation; simply choose this option and we will talk to you.			
FEED CENTRAL ON-FARM INSPECTION** HAY, STRAW, SILAGE Our trained inspectors visit your farm to visually inspect the listed product. During this inspection they also assess the storage, take a representative sample and submit the information gathered to Feed Central for NIR Feed Testing. ** 25% discount applies for the second and subsequent lots inspected on the same day on the Feed Central On-Farm Inspection option.			
Who is Your Hay Contractor? (optional) Please supply Name and Phone Number			

* TERMS & CONDITIONS

A full explanation of our system is within this brochure, with Terms & Conditions available at www.feedcentral.com.au/terms-and-conditions

Step 4 - Payment by Credit Card

I agree to Feed Central's Listing Terms & Conditions* and I hereby authorise Feed Central to automatically debit from my nominated credit card the Quality Assurance Fee and any Monthly Account Keeping Fee (only charged when you don't update your Listing once per month) for the requested product listing and optional upgrade option (if selected). A Tax Invoice will be emailed to you after your payment is processed.

Approval received over the phone: YES / NO Cardholder to sign here: X

Cardholder's Name: _____ Charge: \$ _____

Mastercard / Visa Card Number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _ CCV: _ _ _ Expiry Date: _ _ / _ _

(Please Note: All credit card details are destroyed and held only on a secure NAB system)

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