

# Dynamic Pricing

## Pioneer's Online Grain Trading Desk Provides Flexibility 24/7

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**G**rowers can make an offer directly from their mobile devices for buying and selling corn, soybeans, wheat and sorghum, thanks to the enhancement of the electronic grain marketing program provided by Pioneer.

Dynamic Pricing Platform (DPP) grain desk helps sellers of grain commodities make, manage and monitor offers. Powered with E-Pit technology, users can monitor activity in real time.

might impact grain marketing decisions and be in a position to act on the volatility if desired," Carpenter added. "This marketing tool allows growers the opportunity to sell grain no matter where they are and helps streamline the connection with their buyer, especially when markets are moving fast or after regular business hours. The technology behind DPP grain desk also can help buyers when it comes to hedging cash commodity transactions."

Buyers can have their own branded site that is powered by DPP grain desk. This provides flexibility for the buyer by allowing cash, hedge-to-

arrive and basis contract offers with the added flexibility of odd lot sizes. The mobile application provides the same services, now with offer capabilities increasing connectivity for both the buyer and seller. Currently, DPP grain desk has active buyers and sellers in many areas of the corn belt, from North Dakota to Oklahoma and from Kansas to Illinois.

"Using E-Pit technology, which facilitates instant electronic hedging and eliminates slippage, DPP grain desk allows growers to obtain their asking prices and buyers to obtain their futures hedges," said Jason

Tatge, CEO of Farms Technology. "Fully automatic hedging and purchasing of grain allow growers to execute cash sales of grain anytime the markets are trading."

Growers post offers to their buyers electronically via the new enhanced application, and DPP grain desk monitors offers with every tick of the market. When offers match buyers' bids, the transactions complete automatically. More information about DPP grain desk is available at <[www.dppgraindesk.com](http://www.dppgraindesk.com)> .

**BETTY VALLE GEGG-NAEGER:** Senior Staff Writer, MidAmerica Farmer Grower

**Jason Tatge, CEO of Farms Technology, explained growers can post offers to their buyers electronically via the new enhanced application, and DPP grain desk monitors offers with every tick of the market.**

Photo by John LaRose, Jr.



"DPP grain desk continues to provide growers the flexibility to execute cash sales on their crops the entire 17.5 hours commodity markets are in session and gives grain merchandisers tools to service customers around the clock," said Tonia Carpenter, Pioneer senior marketing manager. "Now, growers can make an offer directly to their preferred buyer from their mobile device."

"This flexibility allows for complete remote trading opportunities in an instant. With commodity markets more volatile than ever, it's challenging to watch for price movement that