



Investing in Tech During Downtimes

POWERED BY **BUSHEL**

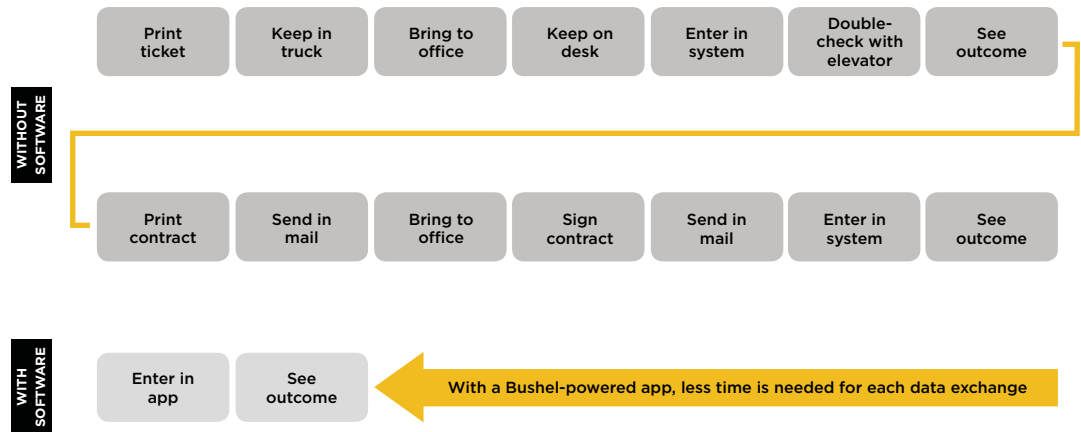
GROWING BUSINESS CAPABILITIES WITH A BUSHEL-POWERED APP - WHAT AN INVESTMENT WILL MEAN TO A GRAIN BUYER AND GROWERS

Current precision ag technology demonstrates ag software's success and value to the industry. The last decade of rapid software adoption by growers is a fitting success story of a perceived "technophobic" group running with the latest technologies to improve upon their production efforts. Growers are poised to demand similar technologies in their marketing endeavors. That next step of the supply chain is in desperate need of digitization, and grain merchandisers who invest in ag software will propel themselves and their growers into the next era of advancement of the ag industry.

SAVING TIME, MONEY, & PEACE OF MIND

A well-known developer and proponent of ag technology, Trimble¹, explains the value provided to growers by ag software, "ROI is revealed in the wasted resources — time, money, peace of mind — that can be generated when cloud-based software is not used." Bushel-powered apps are saving valuable resources for elevators, co-ops, and growers by digitizing a formerly slow, clunky double-entry system of grain merchandising. Key elevator and grower personnel are no longer burdened with mailing and waiting, and they can benefit from better-informed decisions and accurate documentation - quicker execution and fewer errors lowers costs for all involved parties.

¹[Trimble "Unlock the Proven ROI of Ag Software"](#)



SERVING THROUGH SOFTWARE

Software as a service is taking many industries by storm, and ag is not discluded. Software as a service speeds up a business's practices by putting the job of software updates on the provider. Manual integration, duplicated data entry, and updating are a thing of the past, as Bushel's integrations team creates channels for data to flow from elevators, to Bushel's organization center, to growers, and back again. Grain buyers benefit from seamlessly keeping up with the industry while enjoying customized solutions and technological support.

ENGAGING GROWERS WITH EACH BUSINESS

A Bushel-powered app is a tool growers will use over-and-over again. A report from Bankrate² describes personal finance apps as apps people are extremely likely to engage with, as seven in ten people use a banking app once a week, and five in ten use an investment app one time per week. In promising comparison, Bushel growers are checking their apps three times a week! Growers are giving their business to grain buyers through the Bushel platform at a higher rate than that at which personal finance apps are utilized. Consider a Bushel-powered app as a way to be at growers' fingertips the second they need information, fulfilling that "three times a week" demand without a further time commitment from elevator or grower.

²Mobile Payments Today "Study: Consumers find themselves engaged with mobile banking apps"

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of the baby boomer generation utilizes a smartphone



PAVING THE WAY FOR THE UPCOMING GENERATION OF GROWERS

A large part of the next generation of growers has never known a day without mobile and cloud technologies. Paperless, streamlined technologies are a must for this group, and older generations are not shying away from emerging technologies either. Pew Research Center³ reports that 67% of the baby boomer generation utilizes a smartphone. Growers are not just adopting technology in the realm of precision ag anymore, current growers young and old are taking advantage of any new technologies that can give them higher profits through more time available for farm personnel and better-equipped decision making. Bushel-powered grain buyers are competitive in the industry by serving to speed up the information flow to match that of the grain flow.

POWERING UP MARKETING CAPABILITIES IS AN ADVANTAGEOUS NEXT STEP FOR GRAIN BUYERS

A Bushel-powered app is a tool that will save wasted resources by expediting processes, lowering transaction costs, and reducing errors and technological downtime - all of which will generate a greater peace of mind for a grain buying business. Investing in a Bushel-powered app will open the door for increased interaction with growers - serving them and grain buyers through an effective and easy-to-use tool that speaks to all generations.

Bushel's vision is to connect and enhance the grain industry through digital infrastructure. Grain facilities, like The Arthur Companies, are leading the way for this mission.

SEE WHAT'S NEXT.

³Pew Research Center "Millennials stand out for their technology use, but older generations also embrace digital life"