# The Arthur Companies

## POWERED BY BUSHEL®

### ENABLING SIMPLE AND CLEAR BUSINESS

According to the McKinsey Global Institute's Digitization Index[1], ag is the least digitized major industry. Another McKinsey & Company[2] report reveals the discontent producers have with the omnichannel of purchasing options available to them.  There is a lapse within ag to meet its members' needs.

Grain facilities like The Arthur Companies have felt the strain of these industry wide problems through unintuitive, clunky, and disparate technologies falling short of the promises made to help them with their grain businesses.

The disconnect of ag technologies with the data they store has created silos of information that are not easily accessible for those who need it most–such as the producers it belongs to. With the Bushel platform, The Arthur Companies have been able to connect the once isolated information with their growers to help them make better business decisions–in real time.

The Arthur Companies utilize the Bushel platform, a secure, cloud-based platform powered by a proprietary translator that enables integration with leading, modern agriculture cooperative accounting systems. The Bushel-powered Arthur Companies app delivers real-time scale tickets, contracts, commodity balances, futures, prepaids, and cash bids, all through the branding and look of The Arthur Companies. With company personalization, The Arthur Companies is able to connect closer with its growers, while being recognized as a market leader.

[1] McKinsey & Company, "Global Institute's Digitization Index"
[2] McKinsey & Company, "Cultivating the Omnichannel Farmer"

**The Arthur Companies**

## 97%
of total growers
logged in

## 1 min 44 sec
average session

FIELD-TESTED
really safe
DATA
★★★
BY A 3RD PARTY AUDIT

### ADOPTION

Since app deployment in 2016, The Arthur Companies hails 97% of total growers logged into The Arthur Companies app. This remarkable number is calculated by unique phone numbers downloaded and logged into the app. With the patent-pending, password free login system, the Arthur Companies app depletes top grower barriers, while still protecting all the information within the app.

### USAGE

The Arthur Companies' growers are spending 1 minute and 44 seconds on average per session. This statistic speaks towards the captivation of the data inside their app, and how growers are putting in a notable amount of time each time they are in the app to interact with this information. On average, Bushel-powered producers use their app 12 sessions per month, or about every other day.

### SECURE

In this digital age, security is top of mind for any business. Grain facilities like The Arthur Companies immensely value this factor, which is why their app is constructed off of the best security practices to ensure the privacy and integrity of all their growers' data is protected. On an independent security audit, the Bushel platform received zero proposed remediations.

> *"It's fun to look back at our journey of adopting Bushel. Our growers weren't demanding the technology when we decided to move forward with it. **But now?** Our growers are telling us they don't know how they ever operated without it."*

- JOHN MELLAND, CFO, THE ARTHUR COMPANIES

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.

**BUSHEL**®   contact@bushel.ag   (701) 369-0633   www.bushel.ag