

Benefits of Dynamic Pricing

PIONEER
MarketPoint[®]
RESOURCE

OFFERED BY...

Farms Technology
The Market Connection

Grain buyers are busy people - Have you as a producer ever been unable to get through to the buyer by phone and missed an opportunity? Or wanted to sell grain while watching the overnight markets trade but couldn't because the grain merchandiser was unavailable? Now you can make that sale immediately. Grain producers are very busy people who need the flexibility of expanded hours of business. The dynamic pricing of the Pioneer MarketPointSM resource gives the grain industry tools to serve their customers around the clock, because that is how a growing number of farmers want to sell their crops.

Markets are more volatile than ever - The buyer has a checklist of other offers and the obligation to monitor rapid market fluctuations on behalf of many customers. That's too much to expect of any one person. Producers can't watch the markets every minute either. By using the power of dynamic pricing within the Pioneer MarketPoint resource, buyers can monitor active offers in real-time, with every tick in the market. Producers simply set their target price, and use market volatility to their advantage to reach their targets. The system monitors market movements for both parties, matches the producer's asking price and the buyers bid instantly, and sends confirmations to both parties.

Open 24/7 - Daily highs don't always occur during the daytime trading session. But nobody expects buyers to be physically watching producer offers during the overnight trading session from 6:30 pm to 6:00 am. However, many producers prefer to

do their grain marketing during the evening hours, when they have more time and fewer distractions. With MarketPoint resource, producers can send offers to multiple buyers any time of the day. With dynamic pricing, buyers and sellers can use the volatility in the overnight trading session to match asking prices with buyer bids. MarketPoint resource conveniently connects sellers with the price they want at any time of the day.

Exclusive E-PitSM Technology - Here is how the E-PitSM technology works. A farmer can post an offer to deliver cash corn to his or her local buyer on MarketPoint resource. The farmer chooses their bushel quantity, a delivery period, and a desired cash price they wish to receive for their commodity. This offer immediately appears on the buyer's screen and the buyer assigns a futures contract and basis level. The buyer's goal, as a hedger, is to purchase the cash grain and immediately obtain a futures sale of the same quantity at their desired basis level. MarketPoint resource monitors offers against every tick of the futures market from 9:30 am to 1:15 pm and from 6:30 pm to 6:00 am using the CBOT electronic futures markets, and automatically submits a hedge order to an introducing broker's electronic order entry system. MarketPoint resource with the E-Pit technology can place a hedge order, receive confirmation of the fill, execute the cash purchase, and notify both buyer and seller in less than 10 seconds.

On any given day, rest assured the Pioneer MarketPoint resource will use the power of dynamic pricing, E-Pit, and other technologies to find the price you want from your local market.



PIONEER[®] brand products are provided subject to the terms and conditions of purchase which are part of the labeling and purchase documents.

©, SM, TM Trademarks and service marks of Pioneer Hi-Bred, Des Moines, Iowa, U.S.A. © 2008 PHII. SL003126