From Telegram to Text and Twitter

The perspective of an independent grain handler and trader
Kelly Grains

Kelly grains in a few words:

- 4\textsuperscript{th} generation in grains
- Kelly family members operating since 1937
- Storing, trading, handling and exporting grain
- Fierce and rapidly changing competition
- Adapted and grown in a constantly changing market
Bigger is better?

- Bigger is not ALWAYS better!

- Changes have provided opportunities

- The new “connected” and “interconnected” erode natural monopoly

- Service and Agility still key to success.
Rapidly Changing Market

- Move from Regulated market to a deregulated market
- Increased global grain production (Black Sea)
- Improvements in receival capacity
- Large scale supply chain efficiencies. Innovation in logistics.
- Faster payments to growers
- Increase in independent operators servicing their local areas
- Brought growers into more direct contact with the world market and buyers.
Connected and Interconnected

- Information asymmetry diminishing available to all
- Cost of communication negligible.
- Cloud IT diminishes economy of scale disadvantages.
- Financing of stocks much easier
- Interconnected parts of the supply chain can be more efficient than integrated ones.
Service and Agility still key

- Growers need insight NOT only information
- Information Technology is a support tool NOT the end game
- Grain markets change constantly - speed of decision making important
- Grain is a game of REPEAT customers so SERVICE matters
- Innovate when necessary
Where To Next?

FURTHER IMPROVEMENTS IN TRANSPARENCY AND EFFICIENCY

REVIEW AND EMBRACE CHANGE