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MARKET ANALYSIS

There is an enormous amount of market information and data available. Our team is comprised of analysts who have a vast knowledge of agriculture, and its associated markets. We utilize data in conjunction with our own experience to create meaningful analysis, which is digestible by all stakeholders in a business.

We help businesses understand the following:

- what is driving the market?
- what impact will this have on the market outlook?
- what does this mean for your business?

The Mecardo team are the premier market analysts for Australian agricultural commodity markets, providing concise, timely & relevant market information through our online platform, and direct to private clients.

We provide bespoke market analysis and reporting to a range of clients including producers, commodity consumers, banks, industry bodies and investment firms. We have the capacity to personalize and deliver our services to meet the exact needs of your business. This flexibility and our willingness to scale services for our clients is highly valued and sets us apart from our competitors.

**Mecardo is the premier market
analysis delivery platform
for Australian agricultural
commodity markets**

CONSULTANCY

Mecardo has a unique footprint across the whole supply chain, giving a competitive edge to provide valuable insights. Across the agriculture sector we are recognised as possessing the required skills, industry understanding and experience to provide assessments, outcomes and recommendations based on underlying analytical market evidence, research and ground truthing consultations. We deliver advice, strategy, solutions and understanding to a wide range of industry participants including RDC's, Government, Council, agribusiness and peak bodies.

These services have been delivered with success at regional and national levels with commercial outcomes that are practical, achieve results for business or industry development and provide insight for policy and strategy.

The Mecardo advantage is that as well as a deep understanding of on farm activities, we also have a strong expertise in post farm gate industry and global marketplaces. This ensures that our solutions are viable at all levels of the supply chain, with a delivery approach that ensures high levels of support by stakeholders.

OUR CONSULTANCY SERVICES INCLUDE:

- Strategy development
- Industry planning
- Situational assessments and feasibility studies
- Research projects
- Market or customer research





RISK AND STRATEGIC ADVISORY

At Mecardo, we operate at the forefront of risk management and strategy in the Australian agricultural Industry. Our extensive expertise in agricultural market intelligence, coupled with a unique understanding of forward and derivative markets, allow us to deliver innovative and results driven risk management strategies.

Mecardo works to understand our clients and have an in-depth knowledge of the environment they operate within. This enables us to develop personalised strategies to deliver simple and easily moulded solutions that can be readily implemented into existing business models.

As a result, Mecardo has developed a solid and diverse client base including influential agribusiness, as well as corporate and family-run farming enterprises.

Mecardo also offers a brokerage service to access forward contracts in wool, livestock, US beef and wheat contracts. In addition, Mecardo have developed a range of educational products/services and a fair-value option modelling tool to assist producers and other market participants in determining which risk management strategies match their risk profile.

**Versatile and personalised
strategies deliver simple
and tailored solutions**

WHICH KINDS OF BUSINESSES BENEFIT FROM MECARDO'S ADVISORY SERVICE?

1. An investment house, advisory or primary production business which needs to provide independent market analysis to its investors or board. We can deliver independent third party market information to enable risk assessment or market explanation for investment consideration.
2. An agribusiness, finance or investment company looking to provide agricultural market intelligence service to their customers or staff through bespoke reports or the Mecardo analysis subscription platform.
3. A consumer of agricultural products requiring a bespoke risk management strategy in order to mitigate the impact of volatile commodity prices. Mecardo has an AFSL licence allowing us to provide personalised advice for your business.
4. An agricultural business requiring the assistance of an independent consulting firm to provide advice, engage stakeholders and build strategy that will lead them to meet their goals and adapt to industry changes.
5. Mecardo is experienced at providing customised research, development and extension project work with leading industry players as well as agricultural not-for-profit companies and government. The breadth of experience makes Mecardo an ideal choice for detailed reports specific to identify and explain market or industry moves and outlook.

PORTFOLIO OF SERVICES

- **Mecardo analysis subscription to our premium web based service.**
- **Bespoke market analysis, outlooks and forecasts-** using our extensive agricultural datasets we apply econometric analysis to provide intelligence and insight in a form that makes sense, is practical and helps decision making for your business. Mecardo’s models are used to provide price forecasts in detailed reports that outline assumptions and explain rationale.
- **Strategic advisory & risk management solutions-** providing bespoke solutions using physical and derivative products.
- **Benchmarking-** comparing performance or sale prices against bespoke or accepted industry indicators to identify shortcoming and highlight opportunities.
- **Riemann forward trading**
- **Project reports for industry strategy and research-** developing research outcomes based on detailed analysis and groundtruthing consultations with stakeholders in diverse industries.
- **Consultancy-** advising and facilitating the development of business strategy by identifying and assessing opportunities and challenges.
- **Presentations & investor briefings-** presenting market updates outlooks, industry insights and research outcomes to clients, staff or advisors.
- **Extension material & training programs-** developing the skills and capabilities of your staff or customers in price risk management and use of market intelligence to improve business profitability.

The following private and public sector projects are a selection of those completed by Mecardo in 2017:

1. Situational assessment and business strategy formulation - Victorian based Livestock Agency
2. Australian feed demand analysis - Major Australian grain trading client
3. Situational analysis on Australian cattle market with a focus on northern production - Private equity firm
4. Preparing for change: A new saleyard user demographic - City of Greater Geelong & Colac Otway Shire Council
5. Sheepmeat market structures and systems investigation - Meat & Livestock Australia and Sheep Producers Australia
6. Evaluation of the GM Moratorium on agricultural price premiums in South Australia - Agricultural Biotechnology Council of Australia
7. Farmer- to- Farmer volunteer program design- Australian Centre for International Agriculture Research





OUR TEAM

The Mecardo business takes satisfaction on being a diverse and capable business which has carefully selected its employees to have complimentary skill sets to produce desired outcomes. Our team members have experience in commodity and currency risk, trading, market analysis, benchmarking, logistics, agricultural investment advice, rural development, consultancy, project management and agronomy among other areas.

THE MECARDO VALUE

We pride ourselves on our ability to cut out the 'noise' of market and price data to provide market intelligence and outcomes that are practical and useful to your business and customers.

Mecardo has a reputation for its independence and is well respected in the Agriculture industry for high quality data driven intelligence.

We have the capacity to personalise and deliver our services to meet the exact needs of your business. This flexibility and our willingness to scale services for our clients is highly valued and sets us apart from competitors.



TESTIMONIALS



The quality of work performed by the Mecardo team has been outstanding. One of their key strengths has been their ability to quickly understand the complex layers of our business and then explain in practical terms how our approach to commodities could be improved. Mecardo were able to help us cut through the theoretical science, identify the fundamental key cost drivers and jointly develop strategies that give us more sensible control of our performance. The knowledge they shared has empowered us to change the way we manage price risk.

Mark Comito, Procurement Specialist, Simplot Australia Pty. Ltd.



The Mecardo team has assisted our business develop and maintain a price risk management strategy which has helped us through volatile times in the grain supply market. The diversity of the backgrounds and experience within the Mecardo team has been invaluable and has provided new insights and opportunities for our business.

Philip Szepe, CEO, Kinross Farm Pty Ltd



Mecardo were able to produce an extensive and detailed report in the timeframe allocated. This was despite unexpected delays in our supply of data. Mecardo responded to any issues with a refreshing nimble approach resulting in a report that met all of our expectations. This report will now be used to formulate policy for the Australian Sheep Meat Industry.

Sue Dillon, Stakeholder Engagement Manager, MLA

**The knowledge they
shared has empowered us
to change the way we
manage price risk**



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