

CUSTOMER STORY

FarmLead.com – helps Grain Buyers and Growers connect & transact confidently in an online marketplace with Risk Alert insights from Dun & Bradstreet



FarmLead.com is a risk-free, transparent online and mobile grain marketplace that allows grain buyers and sellers of any size to list, negotiate directly with one another, and finalize grain trade connections from anywhere and at any time.

FarmLead helps grain buyers and sellers from all over the world transact. Named to the list of Canada's top 15 Hottest Tech Startups by Metabridge, FarmLead.com delivers a larger pool of grain buyers to their registered farmers. Grain producers that participate in the online marketplace are then able to more competitively price their product and sell it to the most qualified buyers for the best price.



Brennan Turner
President of FarmLead

“In the Agricultural commodities exchange marketplace, transparency is king. We’re proud of the fact that we help grain producers get the most competitive prices on their grain by connecting them with well-qualified buyers around the world. Our solution is all about making the best deal while proactively managing risk.”



THE CHALLENGE

Grain buyers are all over the world. FarmLead is helping grain producers in North America connect with buyers large and small around the globe to trade with greater assurance and higher profitability. FarmLead brings farmers a bigger pool of buyers to deal with and empowers them to be better sellers. As a result, the likelihood is higher that they can find a better deal based on the increased number of potential trading partners. Through more options and better negotiations, it all adds up to higher quality trades and farmers being more profitable with their grain sales – large or small – through the FarmLead Marketplace. Since FarmLead verifies the creditworthiness of the buyers on their easy-to-use system, they’re helping ensure the sellers will get paid on the transactions.



HOW IT WORKS

FarmLead uses Dun & Bradstreet's DNBi Credit Risk Management solution to ensure they have transparency on the more than \$20M in trade transactions that ran through their online marketplace last year at FarmLead.com. They use a proactive approach to verify that grain buyers are creditworthy. They plug the buyer's information into an equation and algorithm they've created to protect their producers and ensure they will get paid on the transaction. It's a consistent risk management approach that is proactive vs. reactive where everyone gets painted with the same "quantitative" brush

Using Twitter to share Alert Insights

FarmLead helps grain sellers stay on top of risk and the volatility in the grain marketplace with regular tweets on changes in the risk rating of buyers. Dun & Bradstreet Alerts help FarmLead.com stay informed of changes that could impact the viability of buyers that farmers are dealing with, and accordingly, the sale of grain commodities.

Brennan Turner regularly tweets out the latest changes in risk ratings based on Dun & Bradstreet Alerts received using the DNBi credit risk management solution.



“Having access to the latest risk rating changes is a critical enabler for keeping the volume of business transactions occurring. With Dun & Bradstreet’s Alerts insights, we can help bring more liquidity to the market at a secure, yet growing rate.”

Brennan Turner, President of FarmLead



RESULTS & ROI

With an average deal worth roughly \$75,000, FarmLead is helping farmers find an average of about \$5,000 on each trade – usually 5-7% above what anyone else is offering them. With a global marketplace and more flexible online and mobile app-based negotiations, deals are closing whenever and wherever a person may be in the world. FarmLead also brings additional security to their award-winning platform with a user-based rating system, putting full transparency in the hands of the buyers and sellers.

For more information about FarmLead visit www.farmlead.com

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