

How Mercaris Distributes Their Data to a Wide Array of End Users



Since 2012, Mercaris has helped its customers capitalize on the growing demand for organic and non-GMO agriculture by providing market intelligence, analysis, and trading services exclusively for the identity preserved agriculture industry. Mercaris hosts the largest organic and non-GMO grain and oilseed market survey across the U.S. and Canada and recently launched an organic dairy initiative. The company also maintains a trading platform which enables buyers and sellers to find new markets and trade organic and non-GMO commodities. With a dynamic combination of data, insights and technology, Mercaris' customers can access solutions for every challenge.

THE PROBLEM

In order to drive market transparency in an opaque market, Mercaris was in search of a way to distribute their organic and non-GMO grain and oilseed data for North America to a wider audience. And, since the food market audience is growing and also active in conventional food and agriculture, Mercaris wanted individuals to be able to compare this data. Whatever solution they found they wanted to make sure it was a fast, simple process.

THE SOLUTION

Mercaris decided to partner with Barchart and join the Commodity Pricing Network (CPN). Sitting under the cmdty by Barchart product line, the CPN collects wholesale data from members, normalizes it, and then distributes the data back out to the member network so that they can operate with better information.

Joining the CPN allows Mercaris to distribute their data to a wider array of end users, increasing market transparency immensely. Making Mercaris' data available for subscription through Barchart allows Barchart clients to consume Mercaris' identity preserved grain and oilseed prices alongside Barchart's futures, spot and forward prices for conventional grain.

"Our goal is to drive market transparency in an otherwise opaque market," says Mercaris CEO and co-founder Kellee James. "The U.S. organic food market has doubled sales in the last 9 years, and that trend isn't slowing down. Many stakeholders in the organic supply chain are also active in conventional food and agriculture, and we are pleased that now, through Barchart, customers can seamlessly enable comparisons between the two," added James.

"Through this new partnership with Mercaris, our clients will now be able to easily access the largest and most comprehensive organic and non-GMO data set available for North America," says Barchart CEO Mark Haraburda. "We are committed to being the leader in global agricultural data, and by onboarding Mercaris, our clients can now easily analyze benchmarks for non-GMO and organic grains and oilseeds against our benchmark conventional price and basis indexes," added Haraburda.

Through joining the Commodity Pricing Network, Mercaris is able to reach a broad, diverse audience and allows users to access and analyze their non-GMO and organic grains and oilseeds data. To learn more about Mercaris, please visit www.mercaris.com. To learn more about the CPN, please click [here](#).

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