

## How Farmbucks Leveraged Barchart's Real-Time Grain Data to Provide American Farmers with Crucial Information



Headquartered in Canada, Farmbucks stands as an all-in-one grain price discovery platform, empowering producers to search, compare, and secure the best commodity prices from numerous grain buyers and locations. Offering a user-friendly interface, Farmbucks simplifies the process of uncovering pricing opportunities, monitoring grain prices, comparing rates, tracking markets, and making well-informed decisions when it comes to selling harvested crops. By streamlining access to market data crucial to the agricultural industry, Farmbucks enables users to stay in the know and make strategic decisions regarding their grain sales.

### THE PROBLEM

While Farmbucks had firmly established itself in Canada, the company aimed to expand its reach into the United States. The objective was to provide American farmers with real-time, comprehensive, and accurate grain pricing information through the Farmbucks platform, aiding them in critical decisions related to their grain sales. To achieve this goal, Farmbucks sought a reliable data provider capable of delivering the necessary information.

### THE SOLUTION

In its quest to introduce its grain price discovery platform to the United States, Farmbucks recognized the need for a partner with robust data stores and infrastructure - leading them to Barchart. Collaborating with Barchart allowed Farmbucks to access a wealth of real-time pricing data, enabling farmers to swiftly obtain vital grain information.

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Lynn Dargis, the Founder and Director of Farmbucks, acknowledged Barchart's pivotal role in this expansion, stating, "Without the support of Barchart, establishing a quick and efficient entry into the U.S. market would have necessitated significant investments and time." Dargis added, "Barchart's grain bids data not only saved Farmbucks from the complexities of constructing a similar data repository but also expedited our platform's deployment to U.S. farmers, enhancing their grain sales decisions."

Mike Gerot, Regional Sales Director, Agriculture at Barchart, expressed pride in the partnership, saying, "We are delighted that our grain pricing data could accelerate Farmbucks' ability to serve American farmers. With Barchart's grain bids data seamlessly integrated into their platform, Farmbucks can now offer American farmers a one-stop solution for grain pricing information, market insights, and decision-making tools."

By tapping into Barchart's wide-ranging repository of detailed grain pricing information, Farmbucks successfully introduced its app to American farmers. To learn more about Farmbucks, please visit [www.farmbucks.com](http://www.farmbucks.com).

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