

Press Release

Topic: Gold medal at Polagra Premiery

Date: 18 January 2018

Page 1



Polagra trade fair in Poznan, Poland

365FarmNet and SAATBAU win the gold medal for the innovative component PROFIT MANAGER

- **365FarmNet and the Austrian SAATBAU PREISGUT win the gold medal for an innovative digital solution for efficient crop marketing**
- **Application enables smart risk management and offers various marketing strategies – embedded in a farm management system**
- **Simple identification of unprofitable plots of land by means of biomass maps**

365FarmNet and SAATBAU won a gold medal for the application of the innovative solution SAATBAU PROFIT MANAGER at [Polagra](#) Premiery in Poznan, being one of the leading agricultural trade fairs in Poland from 18th – 21st January 2018.

Since 2015, 365FarmNet has provided agricultural holdings in Poland with a digital platform for their farm management. 365FarmNet is manufacturer-independent and cross-segmental and also covers all functions required for operational management through the integration of partner Apps such as SAATBAU PROFIT MANAGER. This is how 365FarmNet advises farmers on important issues relating to operational processes and for this purpose integrates as simple as possible different evaluation options and special services into daily work scenarios.

SAATBAU PROFIT MANAGER: risk management solutions for crop marketing

SAATBAU PROFIT MANAGER provides smart marketing strategies and enables farmers to evaluate opportunities and risks when putting crop on the market. The application helps farmers to raise management efficiency. Having integrated the component SAATBAU PROFIT MANAGER in 365FarmNet, farmers are able to plan and process crops sales within the entire farm management tool and are thus able to improve the operating results and control risks.

The SAATBAU Profit Manager provides a dozen strategies and is able to calculate the probable result and to show them in a table. The ratio of opportunities and risks becomes transparent at a glance. Functions of this component include: estimate of the gross income and profit per hectare, stock and customer administration, information on EU spot market prices and term prices, booking of crop sales and contracts, estimate of contribution margin II taking into account all sales, contracts and positions in the futures market as well as operation overview or estimated operating profit for the coming harvest year. On the basis of satellite biomass index maps every space in the field which does not achieve the expected income is determined. Unprofitable partial areas within a plot of land can be easily identified.

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Page 2



END

For more information on 365FarmNet please refer to: www.365farmnet.com

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365FarmNet is Germany's major, prize-winning software solution for all farmers. Using the free-of-charge field map which is already included, the farmer is able to manage the entire agricultural holding manufacturer-independent and cross-segmental – from home or mobile while on the move. Ranging from cultivation planning to harvest, from field to the barn, from documentation through to operation analysis.

SAATBAU Linz is the largest cooperative company in the field of plant breeding and seed propagation in Austria and offers 385 varieties for about 85 cultivated species in a total of 35 countries. SAATBAU Preisgut GmbH is one of the 10 subsidiaries and provides services in the area of risk management. It is a tied agent at 85 derivatives exchanges worldwide. The infrastructure together with years of experience in the field of market analysis, trading of futures contracts and options as well as planning the strategic marketing strategy provides added value for all cereal producers. www.saatbau.com , www.weizenpreis.info , www.hedging.eu