



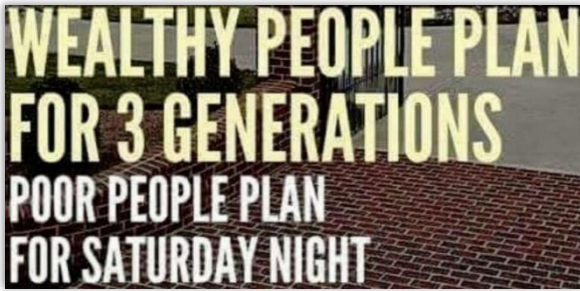
Alkire Advisory Inc.

Agribusiness Marketing Advisors Since 1988

Perpetuating Multi-Generational Farm Wealth

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Our primary focus in updating our website is to help the next generation of farmers succeed. Our goal is to perpetuate multi-generational wealth on the farm.

What makes us uniquely qualified to help farmers accomplish this goal? This is all we do, and we have had success working with multi-generational farm operations since 1988.

An important opportunity that is easily overlooked when helping the next generation to learn best marketing practices, is that with proper direction

and “skin in the game”, they are fully capable of adding value to your business **right now**.

Bypassing the experience-based comparison conversation, and instead simply choosing to focus on conveying the toolset you use to be successful, offers more value to the next generation as they work to find their own path.

Which aspects have been instrumental to your success? Which aspects have consistently needed more attention? **These are the opportunities the next generation is hungry to understand and help with to repeat success for their generation.**

Systematic management of farm profitability helps keep everyone on the same page, reduces conflict between family members and maximizes profit opportunities. **Most importantly, it helps everyone perform at a higher level.**

The **Alkire Advisory Crop Marketing Plan** helps clients understand profit and loss for each crop. Our local basis market analysis helps clients understand the value of storing until the most profitable delivery periods.

When clients understand farm storage returns, they tend to build more on-farm storage. Our best clients build enough on-farm storage for an entire crop year.

Photo: Multi-generational Indiana client's grain setup. When he started with Alkire Advisory, he had 100,000 bushels of grain storage. He is now up to 1.2 million bushels of on-farm grain storage and still growing.



As a fee-based adviser, we encourage using the lowest cost and most profitable marketing alternative for each client. Some clients can only use cash contracts. Our most sophisticated clients utilize futures and options to manage price risk, which is often the lowest cost and most profitable marketing tool.

Very few farmers are fortunate enough to originate successful marketing practices on their own. Most of us learn from others who care enough to help – those who already know best practices. They provide us with the best marketing tools and framework that allow us to take it from there. The next generation of farmers are working through this same reality, right now.

If you have already reached this point in your career, you are well on your way to helping the next generation succeed in your place. If you have not, it is never too soon to start building successful marketing habits to pass onto the next generation. **This is how Alkire Advisory can help perpetuate multi-generational wealth for you.**

To learn more, give us a call at (800) 767-6111 or complete the contact form on our website.

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