Ellsworth, KS:

Central Valley Ag, CoMark Equity Alliance, and AgMark LLC are pleased to announce the formation of a new company with the principals of Farm Strategy, Inc. The new company will be known as Farm Strategy, LLC.

Farm Strategy, LLC was created based upon the principle that farmers hold the greatest amount of untapped potential to solve consumer and end user needs. The company embraces the principles that the best way to engage the farmer is to give him knowledge of those needs, ownership of the solution, and a trusted relationship with execution partners to achieve market alignment. “Our founding members are farmers, grain merchandisers, bankers, and farm input suppliers. This enables us to discuss every facet of the supply chain with one team.” President Andrew Hoelscher remarked.

“When you look at what moves an agriculture market forward it’s a combination of innovation and execution. By partnering within the cooperative system we can bring the grain value chain the innovation capabilities of the farmer and the scale and execution needed to satisfy the market. Combining that approach with an ag and execution-oriented board gets me excited for the innovative models we can bring to the market.” Andrew Hoelscher, President of Farm Strategy, LLC said.

Farm Strategy will work with end users and farmers to create an alignment through three principles: 1) Know what is grown, 2) Know who needs it, and 3) Know how to do it again. This approach encompasses a granular testing protocol, market development and communication, and the use of technology to drive consistency and problem solving at the farm gate. “We can execute the story and consumer desire everyone else is trying to tell, from agronomy and storage to rail freight and repetition, you have everyone pulling on one rope.” Andrew said.

Farm Strategy’s board consists of CEO’s of CVA (Carl Dickinson), CEA (Alan Woodard), and AgMark (Mark Hafliger), along with Steve Packebush, the past president of Koch Ag and Energy Solutions, and Kim Kuebler, a recently retired commodity trader with Continental Grain, Koch Industries, and Seaboard Corporation.