

## We Believe That...

...the elevator is most successful when  
we help the farmer be more successful

...we are a service business and we are  
here to help you get the job done

...the market provides opportunities for  
both farmer and elevator to be profitable

...a simple, proactive, and disciplined approach  
to marketing beats all other methodologies in the long run

...the market doesn't care about your cost  
of production but that doesn't mean that you shouldn't

...simple math is a more useful marketing  
tool than all the news and information in the world

...target orders are the proactive  
grain seller's best friend