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[**FarmLead Launches GrainCents Cash Markets Advisory Service**](http://r20.rs6.net/tn.jsp?f=001O904Lyko7HS_MrLKKaCgW3MC7GIEdue7U_zrBBdeWt6lBNzk-mQmHA4ZHZngssNicNDi6q_kJHt74NFJDKX9QcRilDWxBt8NK9WvCdnlxl8IB9zSWwzmWdHVNIMCAOq1ltlmlHE56APixQVd7BjHfXTxUCJz2a61fXzmgCyPyjw=&c=X0NlttYU0UNF2pzwNTbw5npmKnqyCBDVteyNbRz0XnXxsJOdiCMmCA==&ch=6Um83slhIVX3uwBlCkJaEs5mZspgyByxg0BVNO7qkmTKqHtXu2J-sg==)

[*Delivers More Value to Farmers by Providing Expert Advice on When to Make Grain Sales*](http://r20.rs6.net/tn.jsp?f=001O904Lyko7HS_MrLKKaCgW3MC7GIEdue7U_zrBBdeWt6lBNzk-mQmHA4ZHZngssNicNDi6q_kJHt74NFJDKX9QcRilDWxBt8NK9WvCdnlxl8IB9zSWwzmWdHVNIMCAOq1ltlmlHE56APixQVd7BjHfXTxUCJz2a61fXzmgCyPyjw=&c=X0NlttYU0UNF2pzwNTbw5npmKnqyCBDVteyNbRz0XnXxsJOdiCMmCA==&ch=6Um83slhIVX3uwBlCkJaEs5mZspgyByxg0BVNO7qkmTKqHtXu2J-sg==)

Chicago, IL, December 6, 2017 - [FarmLead](http://r20.rs6.net/tn.jsp?f=001O904Lyko7HS_MrLKKaCgW3MC7GIEdue7U_zrBBdeWt6lBNzk-mQmHAk3Exdq-sz0luQMdjp3go5wu0Rm67EMvqKgNBL4oRiBFYFxKX_S2kzPXMXnFzEzy7DRQ0E-2ZrMK9MXizi6wfU6SRuao21SZTpeFxi1RzihLz71I-QKDe4=&c=X0NlttYU0UNF2pzwNTbw5npmKnqyCBDVteyNbRz0XnXxsJOdiCMmCA==&ch=6Um83slhIVX3uwBlCkJaEs5mZspgyByxg0BVNO7qkmTKqHtXu2J-sg==), North America's largest and fastest growing online grain marketplace, today announced the launch of GrainCents, a digital subscription service that provides specific recommendations to North American farmers on when to sell, hold and/or hedge in various market conditions to improve balance sheets, operations, and grain marketing schedules. GrainCents also educates farmers by providing expert insights on global market conditions and how they impact farm operations for specific crops.

"FarmLead's blog is a great hub for grain marketing information," said Chad Sebulsky of Sebulsky Farms. "Over the past few months, I have grown to trust the insight that Brennan Turner provides on a daily basis, allowing me to sell my wheat, barley and canola at the right time."

Time-constrained North American farmers fulfill a variety of roles on the farms, one of which includes marketing and selling their grain. Many turn to outside consultants who may or may not operate on their schedule, while others look to market analysts who fail to cover all the supply-and-demand factors required for effective grain marketing.

In contrast, GrainCents offers a cost-effective solution to make sense of what is really moving the markets for 12 crops grown in North America, including corn, soybeans, three wheat varieties, and canola. GrainCents is built on FarmLead President & CEO Brennan Turner's accurate track record of [93% right calls](http://r20.rs6.net/tn.jsp?f=001O904Lyko7HS_MrLKKaCgW3MC7GIEdue7U_zrBBdeWt6lBNzk-mQmHAk3Exdq-sz07SdaJyo1Z3eg7NJf11W-T4Nt1Y2Rl-5fqQVYR2Bu1JCU71oo58hYTwl-UPGs8wyTy-dAd3DJq-gB3s8zcEcjCbx6KcdP6BFe5A9lPZcdBf0XHtB-UDBhdlhgysyDNzXTjoFc-TU3BsrQ0IE_tj3CXGi6QpY_hDi1tmfJEHfjzi8=&c=X0NlttYU0UNF2pzwNTbw5npmKnqyCBDVteyNbRz0XnXxsJOdiCMmCA==&ch=6Um83slhIVX3uwBlCkJaEs5mZspgyByxg0BVNO7qkmTKqHtXu2J-sg==) of when to sell, hold or hedge grain over the past two years. The cost for the annual GrainCents subscription ranges from $250 to $450 per crop, and discounted packages for multiple crops are available.

"Too often I hear about 'just-in-time' grain marketing; hoping and wishing for better prices," Turner said. "We think that knowing the market you're in, and the main factors influencing it, can generate a successful grain marketing plan. GrainCents is the first fully transparent tool that weighs all the factors to help farmers make the smartest and timeliest decision when selling grain."

The addition of GrainCents is another step in the company's mission to provide value throughout the grain marketing lifecycle of the North American farmer. From market analysis, grain testing and pricing recommendations, to accessing more qualified buyers and ensuring the best possible price for grain, farmers on FarmLead receive more value than any other grain selling platforms.

For more information, please visit: [https://farmlead.com/graincents](http://r20.rs6.net/tn.jsp?f=001O904Lyko7HS_MrLKKaCgW3MC7GIEdue7U_zrBBdeWt6lBNzk-mQmHAk3Exdq-sz0nrNC4BrrKcDRGuGZUZ7fSV8jjazGxhvD6MzxYtPkWmexxO66j9IWGLYxgs5RW7lMdYFhViA00IEyvgDONLHVVnpqW6A66UFe64AuTcX_J4cX4xuB_-CN5JILPbSyVb1p4gXBp1186BY=&c=X0NlttYU0UNF2pzwNTbw5npmKnqyCBDVteyNbRz0XnXxsJOdiCMmCA==&ch=6Um83slhIVX3uwBlCkJaEs5mZspgyByxg0BVNO7qkmTKqHtXu2J-sg==).

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**About FarmLead**

Built by farmers for farmers, FarmLead is reinventing how grain is marketed and sold through the world's fastest growing grain marketplace. Available online and as a mobile app, FarmLead also provides farmers access to exclusive market research, grain testing, price visibility and reduced brokerage fees and risks. The FarmLead Marketplace facilitates greater equality, efficiency and transparency for the grain industry. Farmers find more verified buyers and identify the best possible deal, while grain buyers easily access and identify the grain for sale in their desired location.