

GRAINFOX MEDIA BACKGROUNDER

Questions about GrainFox? Find the answers here!

What is GrainFox?

GrainFox is a virtual farm wealth solutions platform that provides powerful tools and insightful resources to help producers make informed crop sales decisions. At its core is Smart Advisor, the first tool of its kind in North America, which combines the farm details that producers enter into GrainFox with market data to deliver deeply personalized sales recommendations. Along with insightful market analysis from seasoned experts, GrainFox tools help producers gain deeper insight into their grain marketing strategy.

How does GrainFox work?

GrainFox provides a suite of powerful tools that help producers keep up with the markets, plan and track their cash flow, tabulate expenses, calculate returns, track sales and inventory, and make sales decisions based on personalized recommendations. GrainFox's data-driven tools use a combination of machine learning and AI, input from our analytical teams, and insight from our network of Customer Success Managers.

Who is GrainFox for?

GrainFox is for producers who want unbiased advice and insights so they can make informed grain marketing and sales decisions. GrainFox is also for commercial agribusinesses that want to keep up to date with expert market analysis and the factors affecting their customers.

How is GrainFox helping producers?

The goal of GrainFox is to help producers achieve their financial goals through highly personalized farm wealth solutions. The platform is designed to cut through the clutter and distill copious amounts of information into actionable tools and insights.

In short, why should producers use GrainFox?

GrainFox is the first farm wealth solutions platform in North America to provide deeply personalized sales recommendations, helping producers take the guesswork, bias, and emotion out of making effective crop sales decisions. The tools and resources provided in a Smart Plan subscription bring everything a producer needs to grow their farm wealth into one easy-to-use platform.

Is GrainFox available outside of Canada?

GrainFox is currently only available to Canadian producers, though we do have plans to expand to the US in the near future. Stay tuned!



How much does GrainFox cost?

GrainFox has multiple subscriptions. The most popular, Smart Plan, is \$220/month or \$2400 billed annually. Smart Plan+ is billed per acre of the farm business in question.

What platforms does GrainFox support?

GrainFox is available on the web, as well as on iPhone, iPad, and Android phones and tablets.

Does GrainFox sell or broker the sale of grain/commodities?

GrainFox is a farm wealth solutions platform that does not handle grain or broker grain sales. The advice and insights we offer are completely unbiased, and we never have a stake in the sale of any commodities.

Where does GrainFox market analysis come from?

GrainFox features analysis from two in-house analytical teams: FarmLink and DePutter Publishing.

Do GrainFox sales recommendations guarantee better returns?

GrainFox sales recommendations are just that: recommendations. Our goal is to empower producers with valuable insights and expert opinions so that they can ultimately make informed sales decisions.

What does GrainFox do with the data it collects?

Any data a subscriber provides, whether a producer or agribusiness, is only used within the GrainFox platform to allow features to interact with one another and deliver personalized results, as well as to help us build new features/improve upon existing ones. We will never share or sell a producer's or company's data.

How long has GrainFox been around?

GrainFox (formerly FarmLink) has been giving producers industry-leading grain marketing advice and solutions for 20 years. (c. 2004)

Who can I contact if I have questions about GrainFox subscriptions, my GrainFox account, or technical questions?

You can email our Customer Success team at support@farmlinksolutions.ca or call us at 1.877.376.5465.