



River Valley Sees 43% Reduction in Grain Contracting Costs with AgVend



River Valley Cooperative, a member-owned cooperative operating in Iowa and Illinois, was looking for a way to save money on its grain contracting process. The Grain Department has more than 40 million bushels of licensed storage space between its 11 facilities in Iowa and 9 in Illinois, as well as a direct-ship program that allows growers to ship grain directly to local terminals.

The Challenge

The challenge was that the company was spending more than \$3 per contract on paper, postage, and labor just to mail contracts out. They also tried using DocuSign, but it cost them more than \$5 per contact.

The Solution

River Valley launched their AgVend-built Customer Portal the year prior with the agronomy department and wanted to centralize the experience for their customers across all departments. As soon as it became available, they added the AgVend Grain Business Unit.

Grain contracts are automatically pulled from the ERP system (Agvance) and made available for customers to sign in the Customer Portal. Notifications are sent to customers automatically through email and the mobile app. The grain team can also easily pull a report of all the unsigned contracts and send their customers reminders.

"In the first full year of using AgVend, we transacted more than 5 million bushels directly through the portal; making the platform one of our top 5 originators"

Mike Moellenbeck, VP of Grain at River Valley Cooperative

The Outcomes

Cost savings

By removing the paper, postage, and labor costs, River Valley saves an average of \$25 per grower. In the first full year, they reduced contracting costs by 43% for a total of \$26,300 in savings. They also saved their customers more than \$5,000 by eliminating the cost of return postage.

"Using AgVend's eSign for grain contracts, we saved \$26,300 in time and materials—a total cost reduction of 43%," said Mike Moellenbeck, VP of Grain at River Valley.

43% Total contracting-cost reduction, totaling \$26,300

Customer experience

Using AgVend for grain, River Valley also made the transaction experience for their customers easier.

More than 5 million bushels were transacted directly through River Valley's portal—making their platform one of their top five originators.

"In the first full year of using AgVend, we transacted more than 5 million bushels directly through the portal; making the platform one of our top 5 originators," said Moellenbeck. "With AgVend, our merchandisers can spend time supporting our customers' more strategic needs because our customers have the tools they need to do business with us more efficiently."

The River Valley and AgVend partnership enables their teams to work more efficiently and deliver enhanced levels of service to their customers.