

- PrimePortal Solution for Specific (Agricultural) Industry  
Cargill Agricultural Data Portal

## Cargill Provides Single Online Destination for U.S. Grain Farmers and Operators

Cargill is a worldwide provider of food, agricultural and risk management products, and other services. During 2007, one of the company's main objectives for creating a portal site was to make critical agricultural information easily accessible to U.S. grain farmers and operators. Cargill worked closely with Interactive Data<sup>SM</sup> to build a comprehensive and intuitive website that would be available to more than 120,000 domestic and international customers. The website was designed to combine Cargill's proprietary data with Interactive Data's market feeds, third-party content, and innovative technology.

Cargill approached Interactive Data while researching content providers for its new web portal. The company wanted to create a site for local U.S. farmers that would provide transparency into elevator prices, and offer valuable information such as futures quotes, weather, and news. Interactive Data's team assisted Cargill with determining the scope of the project, and provided detailed screen mock-ups based on conversations with the project sponsors. Once the mock-ups were completed by Interactive Data and presented to Cargill, the sponsors were eager to move forward with the project. Internal teams from both companies began work immediately on the final design for the new offering, which is now available at [www.cargillag.com](http://www.cargillag.com).

### Customized Portal for the Agricultural Community

Cargill's new web site contains essential information that contributes to decision making within the agricultural community. Features such as futures quotes (that update dynamically), along with delayed stock quotes, and information on current cash prices for grain, provide key data at the end-users' fingertips. Also, historical and intraday charting, and news stories from a number of top-tier sources offer insight into grain market movements. As an added attribute, portal users can enter a zip code to get the latest weather information, and maps which show the location and prices of the nearest grain elevator.

As well, Interactive Data consolidated all requested components into one easy-to-use site by leveraging its customizable technology and experience with integrating information and applications from a variety of different sources. As a result, Cargill's clients are equipped with the U.S. agricultural information and tools that can help to empower data-driven decisions. "It had historically been time consuming for U.S. grain farmers and operators to obtain critical agricultural information, as they needed to review a mix of sources that included specialized terminals, and information delivered via radio stations, fax or email," said Jeff Klock, product manager for technology marketing, Cargill. "With Cargill's new



### Benefits of this web-based solution:

- Aggregation of client proprietary and third-party data
- Innovative technology provides weather and mapping capabilities
- Custom modules are designed to be tightly integrated within the Cargillag.com web site
- Mapping features assist with location of closest grain elevators
- Hosted content and applications are available

For further information about solutions and services, please visit

[www.interactivedata.com](http://www.interactivedata.com)

### About Cargill

Cargill, through its 158,000 employees in 66 countries, is committed to helping customers succeed through collaboration, and use of its knowledge and experience.

web portal, we have created a single destination that is designed to provide the comprehensive information and sophisticated tools that our clients need to make business and agricultural decisions throughout the day. We are very happy about our relationship with Interactive Data, and believe that their experience and innovative technology has enabled us to offer a web portal that helps support our company's objective of helping farmers prosper."

The screenshot displays the Cargill website interface with several key modules:

- Weather:** Shows current conditions for Dubuque, IA (61°F), a radar map, and a forecast table.
 

Forecast	High	Low	UV
Today's Forecast	37°	47°	High
- Futures:** Lists prices for Corn, Soybean, and Wheat.
 

Commodity	Contract	Open	High	Low	Close	Time
Corn (Electronic)	Jul '08	40.0175	40.0175	39.9875	40.0175	12:30
	Dec '08	48.8125	48.8125	48.7750	48.8125	12:30
Soybean (Electronic)	Jul '08	46.8775	46.8775	46.8225	46.8775	12:30
	Nov '08	49.0650	49.0650	48.9925	49.0650	12:30
Wheat (Electronic)	Jul '08	40.0650	40.0650	39.9700	40.0650	12:30
	Jul '09	48.8350	48.8350	48.7400	48.8350	12:30
- Local Bids:** Features a map of Dubuque, IA, and a table of local bids for Yellow Corn and Yellow Soybeans.
 

Commodity	Grade	Price	Change
Yellow Corn	Grade	5.0000	-0.2000
	Share	5.0000	-0.2000
Yellow Soybeans	Grade	11.0000	-0.4000
	Share	11.0000	-0.3000
- News:** Lists several news items related to market conditions and company updates.

Product Modules in use:

- PrimePortal – Equities Suite, Options & Futures Suite, Content Management Suite
- PrimeContent

Content Scope:

- Delayed stock and futures prices
- Historical and intraday charting
- Current cash prices for grain
- News regarding grain market movements
- Weather forecasts
- Delayed stock quotes
- Futures prices with auto-refresh capabilities

About Interactive Data Corporation

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For more information, please visit [www.interactivedata.com](http://www.interactivedata.com).

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