

NFOCUS FORUMS FOR AGRIBUSINESS TO BE HELD IN AUGUST

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Source: NFocus Partners news release

Influential producers in two segments of agribusiness will have the opportunity to join select agribusiness suppliers this August 19-23, 2013 for a unique strategic marketing opportunity at the NFocus Forums for Agribusiness.

"We are providing the opportunity for large-acreage corn and soybean producers and large capacity feedlot owners to meet in one-on-one private sessions with key suppliers," says Kim Nicholson, Managing Partner of NFocus Partners, LLC. "Our Forums are a proven efficient and effective way for large producers to interact with the decision makers of the supplier organization in an organized strategic setting."

NFocus Partners is partnering with Beck Ag to pre-screen Forum participants and new for 2013, NFocus will partner with Drover's/CattleNetwork to include influential cattlemen and their suppliers. Participating suppliers will have 15 meetings with row crop producers on August 19-22 and/or 8 feedlot owners on August 21-23 who are matched to suppliers and their products and services.

"Suppliers will have agendas and pre-call planning information well in advance of the meetings to allow for customized presentations for each producer," says Sanjay Patel, Managing Partner of NFocus Partners LLC.

With today's producers having limited time for multiple supplier meetings, the NFocus Forums cut a direct path between supplier and producer. "These meetings will also give suppliers insight into the purchasing patterns and input decision-making of influential producers," Nicholson says. "This is a tremendous opportunity to understand the unique goals, problems and purchasing behaviors for this crucial market segment."

The NFocus Forums for Agribusiness summer events will be held August 19-23, 2012, at The Legacy Lodge at Lake Lanier near Atlanta, Georgia. Visit www.nfocusforums.com, or call Kim Nicholson at 678-982-9375 or Sanjay Patel at 404-512-7480, email: info@nfocusforums.com.

Courtesy of Agri Marketing