

# ▶ Delta Rice Exchange: The Cash Market Place For Paddy Rice

**Presented by Randy Marsh**

*Owner/Manager, Delta Rice Exchange*

Delta Rice Exchange was formed to give the farmer-seller a better and more efficient way of marketing their rice. Sellers can take control of their rice marketing program with better and quicker access to the market using the internet. It enables the farmer-seller to be in the market at all times on an equal basis without worry of being on a first come first served basis. The exchange is an open and unbiased marketing tool. It will also provide a rapid transaction and payment venue.

For the buyer, it will increase the efficiency and speed of acquiring the rice needed while protecting the identity of the buyer, this in turn will increase the bottom line.

Delta Rice Exchange's team has years of experience in all aspects of the rice industry. Its trading floors have been successfully used for several years to buy and sell rice.

In the rapidly changing marketing environment of today, speed and efficiency can make the difference between buying or selling at a profit. Delta Rice Exchange is the tool for the present and future of rice marketing.

The website is an easy to use venue to list rice for sale and to buy rice. It is similar to a platform which is already being successfully used in the Sacramento valley of California, calricex.com. The objective of the website is to give the seller and buyer ready access to the cash rice market place. It offers an anonymous platform for the buyer to bid on and buy rice rapidly and at low cost. It offers the seller the advantage of having their rice seen by many buyers and to be bid on by many buyers.

While the website and trading floors can be viewed by anyone, to use the site requires an easy three step registration process. After registering and being approved, the floors can be used for selling and buying rice. The buyer can look at specific lots on the trading floor which is divided by year and type of rice. The lots are identity preserved by variety and grade. This is especially useful for the buyer who is looking for a specific grade and quality of rice.

After the seller is approved, rice is listed at a minimum "firm offer price" and for a specific time period which can be from three to ninety days. The seller can list their rice in whatever quantity lots desired. When the minimum offer price is met, Delta Rice Exchange will then execute the contract and bill the buyer for 50% of the value of the rice to be paid within 15 working days of the completion of the transaction. With the remainder due after shipping and grade and weight are determined. It is an objective of Delta Rice to get the money into the hands of the seller as quickly as possible while transferring title to the buyer. The price quoted to the seller is FOB origination. All commissions and assessments are billed to the buyer. The Delta Rice Exchange commission is 10 cents per cwt. Logistic services are available to the buyer. Any extra cost for the logistic services will be billed appropriately to the buyer.

Delta Rice Exchange puts the rice market into the hands of those who grow the rice. It also gives the buyer a low cost, fast and efficient way of acquiring the rice needed. The buyer can also list rice on the exchange to sell if the need arises.

The exchange can be used by growers with bins as well as growers who have rice in commercial warehouses. Growers with warehouse receipts can list those receipts on the exchange also.

Please contact Randy Marsh at [randy@deltaricex.com](mailto:randy@deltaricex.com). 870-919-6090 for any questions or assistance in using [deltaricex.com](http://deltaricex.com).

## Delta Rice Quick Facts:

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

- Faster worldwide access to rice markets at your fingertips
- Maximize profits for both seller and buyer
- Created by farmers for farmers
- User-friendly, web-based format