

How We Partner



Jenny is a Buyer for a Coffee Company



John is a Cargill Risk Management
Customer Risk Manager



Jenny works with coffee producers in Brazil to buy Arabica coffee beans.



Jenny buys coffee beans to be roasted in one of her companies roasting facilities.



Coffee beans are roasted for Jenny's company's own brand and/or to be sold to customers – restaurants, hotels, food service, etc.



The volatility in the coffee futures market poses challenges for Jenny.



John uses a structured approach to help Jenny customize a strategy to meet her pricing objectives.



Jenny contacts John from Cargill. John works for Cargill Risk Management. He focuses on helping customers find solutions to minimize uncertainty with market volatility.



Jenny's focus is to hedge her coffee exposure, but she has so many competing priorities she doesn't have the time to manage it to the fullest extent.



In order to keep her coffee price stable for her brand and for her customers, she needs a predictable final price of her coffee beans.



Due to John's strategy, Jenny captured pricing below today's market value and saved a few pennies per pound.



Those pennies added up quickly and Jenny saves her business \$500,000 on 10,000,000 pounds of coffee.



With the Cargill pricing strategy, Jenny's coffee business is protecting the flavor and the margins.

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