



**Focus Where it Counts: Operational Efficiency and Value Capture**

Context's Operational Best Practices and Value Capture Team is focused on the growing need for team-based efforts to develop best practices in operational and value capture processes in the seed, grain and supply industry.

Both the cost of doing business and transaction costs continue to raise the challenges agri-input suppliers face. Retaining margin and capturing more value are increasingly crucial to survival and growth.

Identifying opportunities in the operational areas of the business will require people with unique skill sets; whether it is speed to market in seed products, operational safety or loading containers filled with specialty product in the grain business.

**About Context**

*The Context Network is a consulting firm that helps clients address challenging management issues and make decisions to build and sustain a competitive advantage, assess opportunities, chart strategy and realize growth. The firm specializes in the agribusiness value chain, from crop inputs to food manufacturing. It offers clients a unique blend of in-depth industry knowledge combined with a customized set of methodologies for solving business problems.*

These are specific business facets you can control with the support of Context's experienced visionaries who have the both the strategic and leadership expertise to positively impact your operational efficiency and value capture challenges.

**The Right Team for Your Operation**

Developing *Best Practices and Value Capture* strategies requires unique skills and a diverse team of people that understand the complexities and processes of the seed, crop protection, supply and/or grain businesses.



Context Operational Best Practices and Value Capture team members have the background and experience in specific areas of the seed, supply and grain business to directly and immediately understand issues impacting your operational systems and enable further opportunities in value capture. Their expertise has produced deployable strategies that yield practical results. With a focus on your goals, the Context team helps develop hands-on approaches designed to meet both operational and customer needs.

## The High Cost of Inefficiency

Today's cooperatives and agri-input companies cannot afford the high cost of inefficiency. Consider how costly individual errors are and how quickly they impact the entire operation:

- **Grain** - Mixture in container could cost \$15,000
- **Supply**- wrong application on a field could cost \$ 35,000
- **Seed** -Missing new product introduction could cost \$ 50,000
- **Operational** - 1 loss day \$6,000/ lost time; accident \$40,000

More than ever, operational excellence is required at every level of an operation. Our Operational Best Practices and Value Capture team members are ready to help you deploy operational efficiencies and improve value capture throughout your systems, innovatively, effectively and immediately.

## Our Services: Unique, Focused, to the Point

We select teams to most effectively answer your operation's challenges. The Context Operational Best Practices and Value Capture group's services include:

- Auditing operational practices
- Team development
- Best practices for seed, grain and supply industry
- Development of operational procedures
- Benching marking against industry
- Hands-on approach providing solutions

We look forward to helping you identify process that capture more value in seed, grain and supply for your business and for your customers' success.



**CONTEXT**



### Dave Westphal,

#### Context Operational Best Practices and Value Capture Team Lead

Dave Westphal is an accomplished executive possessing more than forty years of diverse management experience in worldwide agribusiness with the combination of Cargill Inc and Monsanto Company. He has a long history of management expertise within the seed, supply and grain industry had has performed in a variety of development positions both domestically and internationally. Dave is recognized for expertise in:

- starting new businesses
- problem solving and value capture
- setting strategy and direction
- finances, capital projects and acquisitions
- recruiting and developing people
- marketing and creating product value
- developing business environments deemed as a great place to work

*Dave Westphal*  
*Senior Associate*  
*P 319.530.6788*

[dave.westphal@contextnet.com](mailto:dave.westphal@contextnet.com)