



TECHNOLOGY CROPS

case study

TECHNOLOGY CROPS

Comprising of

- A5 CAMPAIGN LEAFLET



Innovative Strategic Thinking

Telephone: + 44 (0)1473 327 617
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visualcomm.co.uk

NEW
PROJECT

TITLE: TECHNOLOGY CROPS

- 4 page direct mail campaign. This leaflet was inserted into The Farmers Weekly Magazine.



ATTENTION!

We've been listening to what growers' want...

More money
More choice
More security
Elite hybrids



TECHNOLOGYCROPS
INTERNATIONAL



Our industry leading contract for High Erucic Acid Rape (HEAR) provides:

A premium over '00' rape including full FOSFA 26A BONUSES resulting in excellent returns.

- Grower choice - you choose when to set price at a premium to MATIF for 50% of the crop up until 30th June 2011.
- The security of reduced exposure to price fluctuations with 50% of the crop price established by 1st July 2011.
- You are in control with 1, 2 and 3 year contracts available.
- The minimum price of £375/mt protects against falls in rape prices.
- The maximum price of £650/mt enable you to access significant market rises.

Simply fill in the reply card or alternatively, contact one of the Technology Crops Team on **01376 333 888**

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Please tick along preferred line

PLEASE COMPLETE IN BLOCK CAPITALS

Contact name: _____
Trading name: _____
Address: _____ Post Code: _____
Mobile: _____
Telephone: _____
Email Address: _____

Please contact me about your HEAR programme
 Please tick the box if you are interested in receiving information on other alternative crops



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