

## **Overview of Key Considerations in Design of the TriMark™ Program**

### **Coordinating supply and demand.**

Historically an obstacle to the production and use of triticale grain has been the lack of coordination between supply and demand.

To succeed where previous efforts have failed, the program must include a well-coordinated, efficient system for conveying price signals and moving grain between growers and grain users.

### **Assurances for grain growers and users.**

To solve the “what comes first” problem involving production and markets, someone must make a commitment to assure growers of a worthwhile market and assure grain users of a convenient, consistent supply of enough grain to justify changing feed rations.

To fulfill that essential role, an intermediary must receive adequate compensation for the effort, expense, and risk of establishing value and making a market.

### **Maximizing value of the crop.**

To fulfill the long-term potential of the program, research and extension efforts are needed on how best to grow and use the grain. During these first years, the volume of seed and grain will be at its lowest and the number of critical, high-payback questions will be at its highest, so traditional funding sources will need to be supplemented.

The added value per acre created by TriMark grain varieties will support and justify additional assessments for university research and extension while still providing an excellent return to producers and users.

### **Access to genetics.**

The development of TriMark triticale grain varieties has taken many years and millions of dollars.

To have continued access to superior TriMark genetics, the program must provide an adequate return to support the TriMark breeding program and the companies producing and distributing the seed.