



MARKETSENSE

BUILD YOUR GRAIN MARKETING PLAN

With harvest in the rear view mirror, why not take some time to review your grain marketing plan? If you think you're due to improve or refresh it, there's no time like the present. Use this calendar to ask yourself key questions, and to find strategies that help you act on your own marketing bias.

QUESTIONS TO ASK YOURSELF ABOUT GRAIN MARKETING

PRE-SEEDING DECISIONS

January
February
March

What percentage of your grain are you prepared to forward contract before seeding?

Are you prepared for the USDA March 31 planting intentions report?

Consider protecting unsold bushels heading into this potential market mover report.

SEEDING

April
May

Do you expect prices to trend upward in the near future based on seeding/planting expectations, carry-over stocks and weather?

How can you capture potential spring rallies?

What time periods will be the best to lock in a narrow basis?

Use historic yield data to help get some sales on the books and be honest with yourself.

A Pacer contract can be useful for starting new crop sales and capturing spring rallies. Talk to a MarketSense advisor about spreading out your pricing period and reducing risk with a Pacer.

GROWING SEASON, FORECASTING YIELD, EMPTYING BINS

June
July
August

Are you prepared for the Stats Canada and USDA acreage reports due out at the end of June?

Have you taken advantage of early ProPricing® enrollment when it opens toward the end of summer?

Do you need to sell any remaining grain from last year to make room in your bins for the current crop?

What percentage of your grain are you prepared to forward contract before harvest?

Be realistic about yield estimates so you don't get caught with extra bushels.

If you haven't already established basis, consider doing so before prices drop in August (based on historical figures).

HARVEST

September
October

Do you need to deliver on any contracts during harvest?

Do you need to market any grain because of better-than-expected production?

Look at the current market structure (carry or inverted) to help you decide whether to move or store your grain.

POST-HARVEST ANALYSIS

November
December

With actual yields confirmed post-harvest, do you still have grain uncontracted?

Have you signed up to attend an educational event to up your grain marketing game?

When do you need cash flow throughout the year?

Do you have unsold grain to enroll in ProPricing or InventoryPro before the December deadline?

If you're too busy to watch the markets and execute on a plan, consider working with a professional advisor who has the expertise to help you stay organized and disciplined throughout the season.