Focal Point

What is the Focal Point contract?

A Focal Point contract allows customers to participate in potential upside market moves, experiencing penny-for-penny price participation, up or down.

Should I use this contract?

Yes, if you:

- Are not happy with today's cash price and believe the market has upside potential.
- Need to deliver grain now given lack of storage or cash flow needs.
- Don't want to pay the cost of commercial storage fees.
- Want to express a bullish market bias on an existing grain contract.

What else do I need to know about Focal Point?

- Once you have delivered your grain, you will receive an advance payment for a portion of the contract value. The balance will be paid once the Focal Point Adjustment Amount has been determined.
- It is important to understand you are taking on price risk, and if the market goes down your grain price will likewise decrease.

How does it work?

- Enter into a new flat priced grain contract or you can add to an existing grain contract as long as the futures price is established.
- Select your Focal Point Futures Reference Month and establish an Initial Focal Point Price.
- Set a goal for the Final Focal Point Price.
- Monitor the market prices and experience penny-for-penny price participation, up or down.
- Establish your Final Focal Point Price at any time leading up to the Final Pricing Deadline of your Focal Point contract.
- The difference between your Initial and Final Focal Point Prices (the Focal Point Adjustment Amount) will be included as a part of the contract pricing formula.

How Focal Point works

EXAMPLE 1: NEW GRAIN CONTRACT

On **November 1**, you need to sell 200MT canola to free up storage space, but you're not happy with the current cash bid of **$580/MT**. You believe that canola market prices will improve compared to current levels, so you enter into a Focal Point contract at the same time you deliver. You select July as the futures reference month and establish the Initial Focal Point Price at **$600.**

On May 15, you contact your Cargill rep to establish your Final Focal Point Price.

	Scenario 1 July canola futures price has risen to $630	**Scenario 2** July canola futures price has fallen to $570
Cash Price	$580	$580
Focal Point		
Final Focal Point Price	$630	$570
- Initial Focal Point Price	$600	$600
= Focal Point Adjustment Amount	$30	-$30
Focal Point Cost	-$4.00	-$4.00
Final Cash Price	$606.00	$546.00

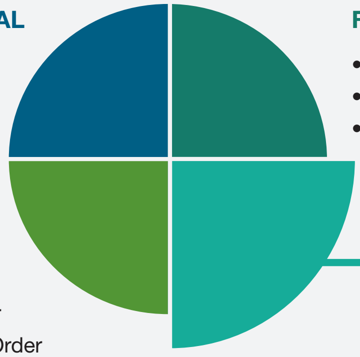
EXAMPLE 2: EXISTING GRAIN CONTRACT

On **April 10**, you decide to enter into a Futures First contract by locking in **$575/MT November canola** futures price component knowing that if the market conditions change, Cargill offers Focal Point. On **June 10** you feel the market has dropped too low given the growing season ahead and feel the market may improve in the coming weeks. You enter a Focal Point with an Initial Focal Point Price at the current November futures price of **$550**.

On July 15, you contact your Cargill rep to establish your Final Focal Point Price.

	Scenario 1 November futures price has risen to $580	**Scenario 2** November futures price has fallen to $520
Futures First Price	$575	$575
Focal Point		
Final Focal Point Price	$580	$520
- Initial Focal Point Price	$550	$550
= Focal Point Adjustment Amount	$30	-$30
Focal Point Cost	-$4.00	-$4.00
Final Futures Reference Price	$601.00	$541.00

How does it fit in your grain marketing plan?



FOUNDATIONAL

- ProPricing
- Pacer

FLOOR

- Minimum Price
- Daily Floor Plus
- Pacer Ultra

TRADITIONAL

- Cash
- Basis
- Market Tracker
- Grain Pricing Order

ENHANCE

- Premium Offer
- Focal Point

For more information, drop by your nearest Cargill location, contact your Cargill representative or visit CargillAg.ca