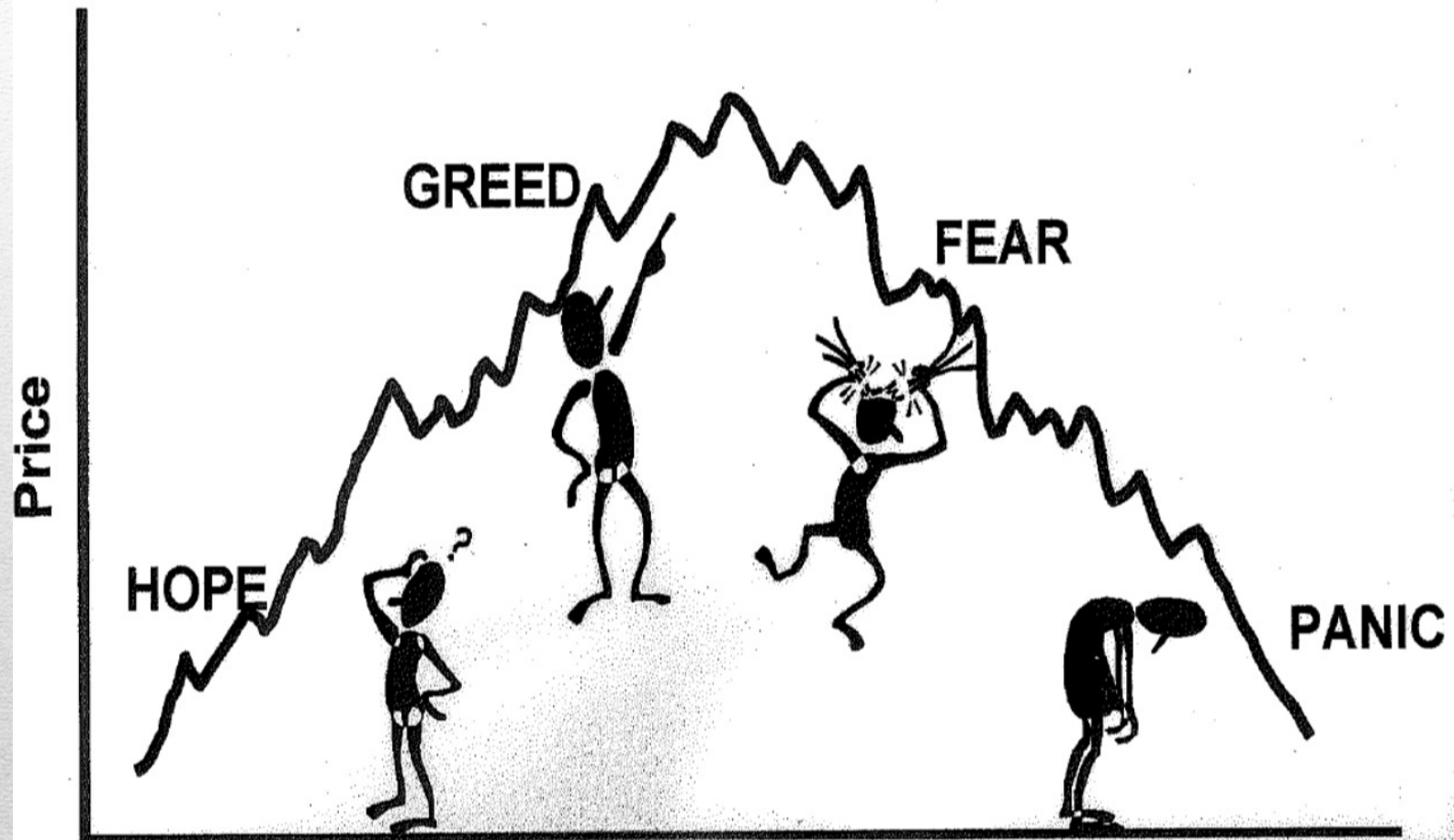


# **Taking the Emotion out of Marketing**

Sue Martin

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# Emotion is a Problem!







# At the Base of a Marketing Plan

**Define the cost per bushel for production- Put them in black and white - review monthly and update**

- Direct costs  
Seed, fertilizer, land rent, chemicals (if you own land- cost per acre)
  - Indirect costs (harder to quantify)  
Depreciation, interest, repairs, taxes, crop insurance
-

# Define Your Marketing Window

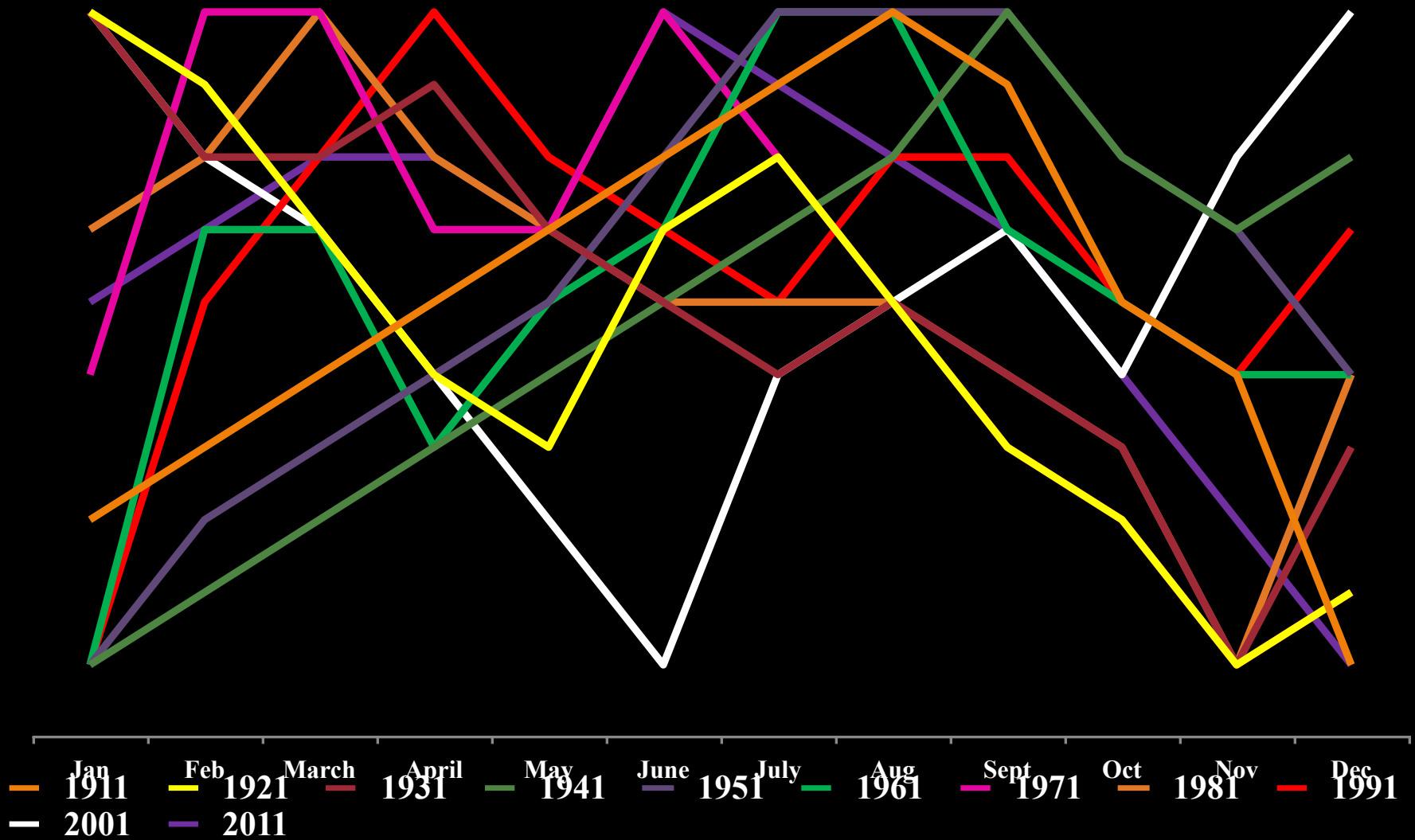
- Off combine
- Store on farm
- Store at Elevator

This helps to define a timeline to set targets

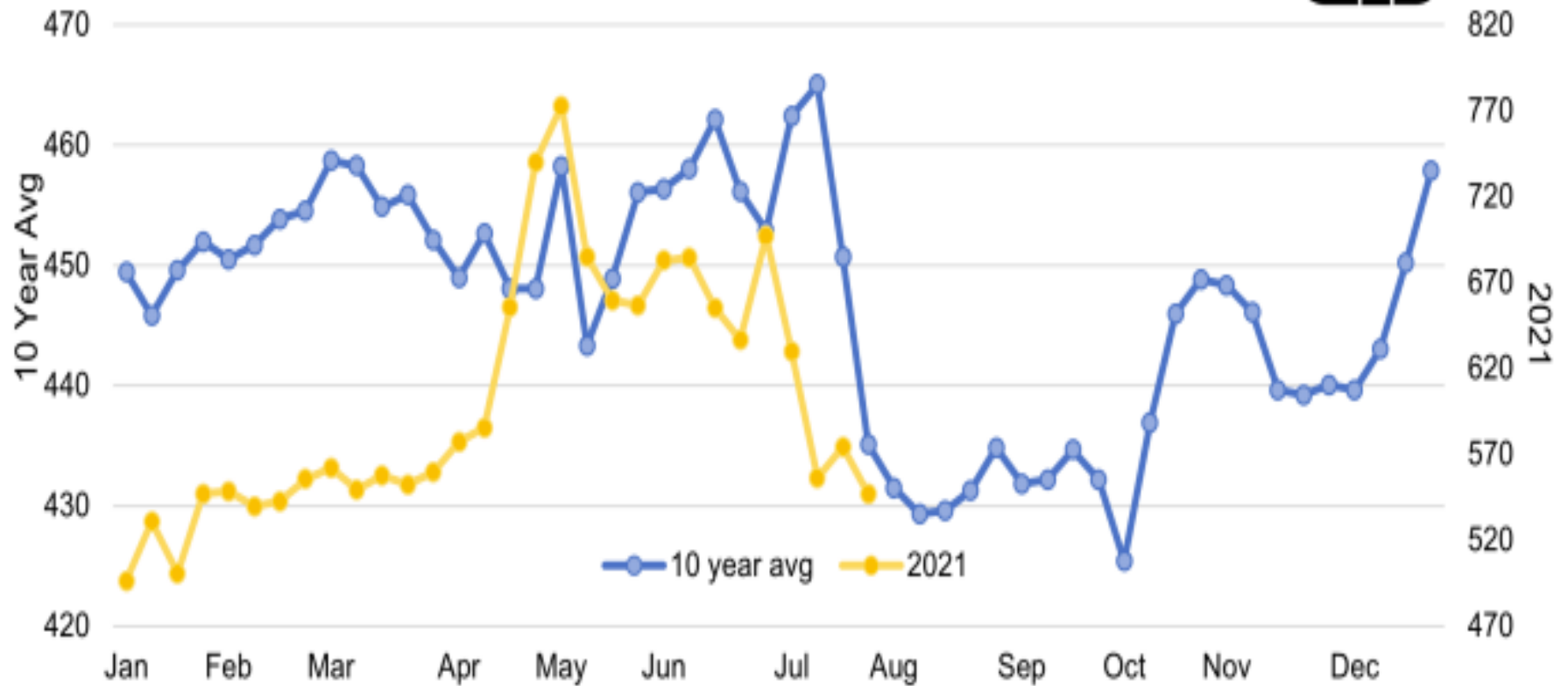
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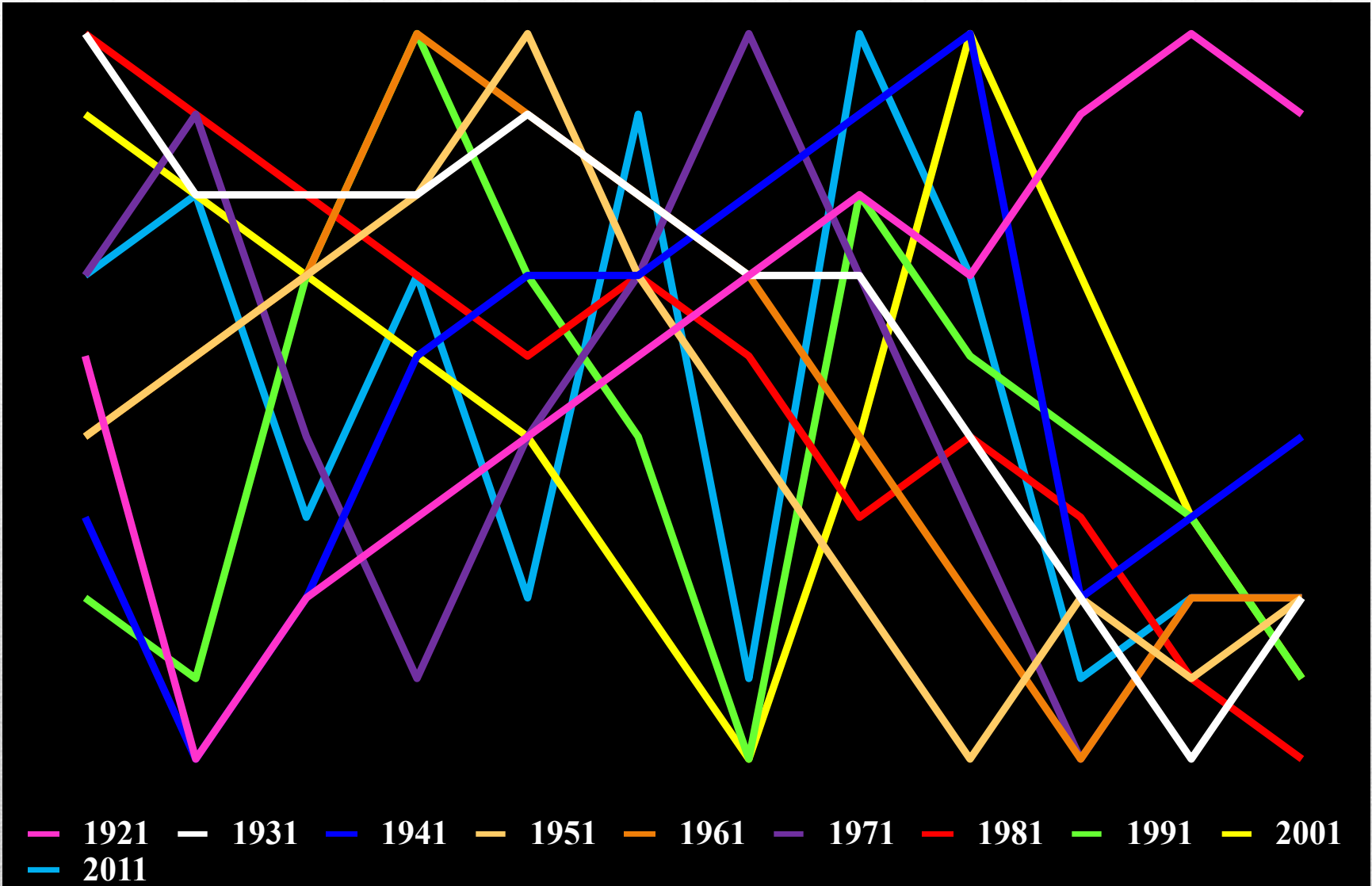
# Corn Years of a 1



## Corn 10 Year Seasonal Average

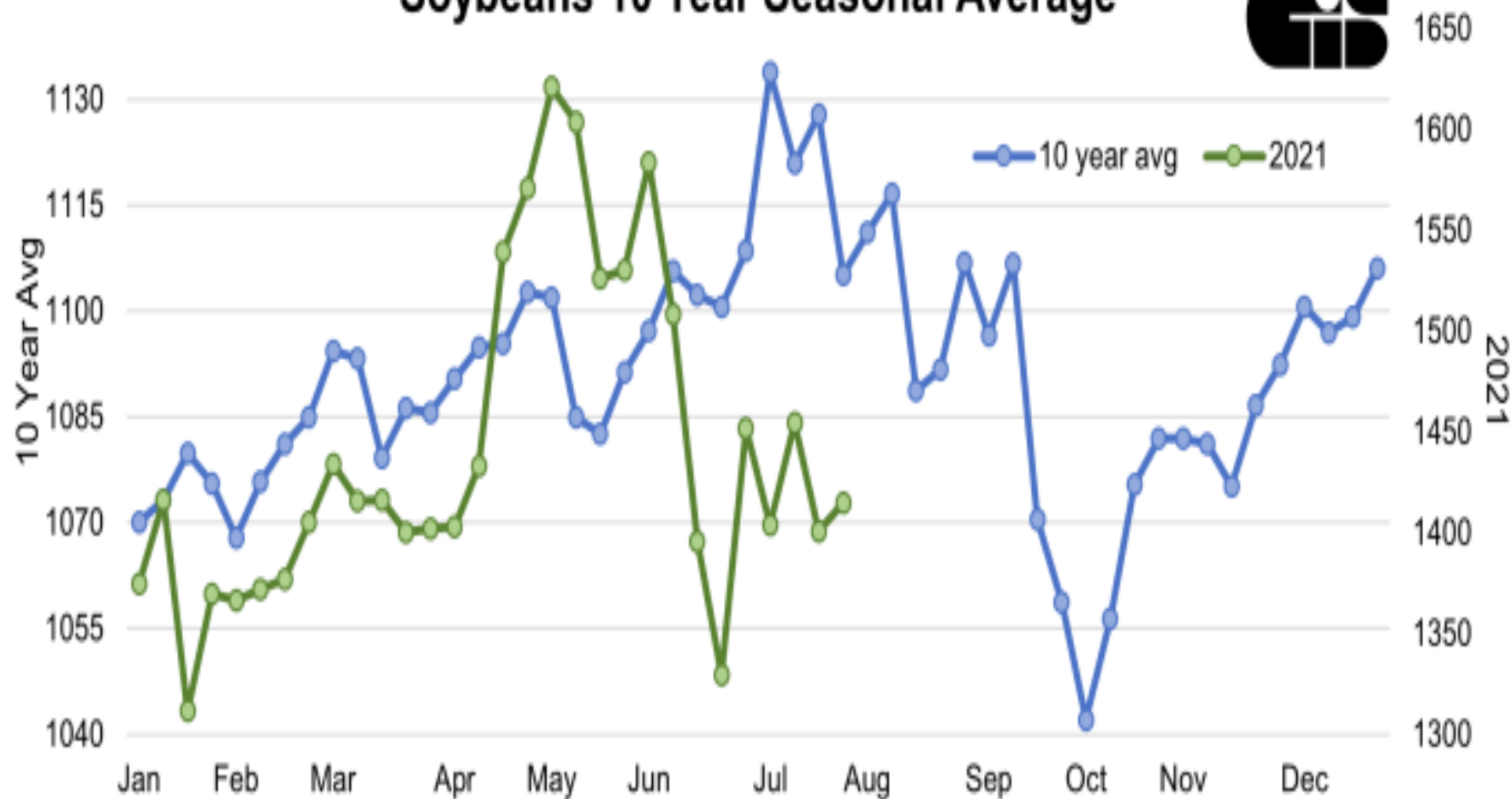


## Soybeans Years of a 1





## Soybeans 10 Year Seasonal Average



# Decide Types of Marketing Available

- Hedge to arrive
  - Basis contracts
  - Forward contracts
  - Options and futures
  - Flat pricing
-

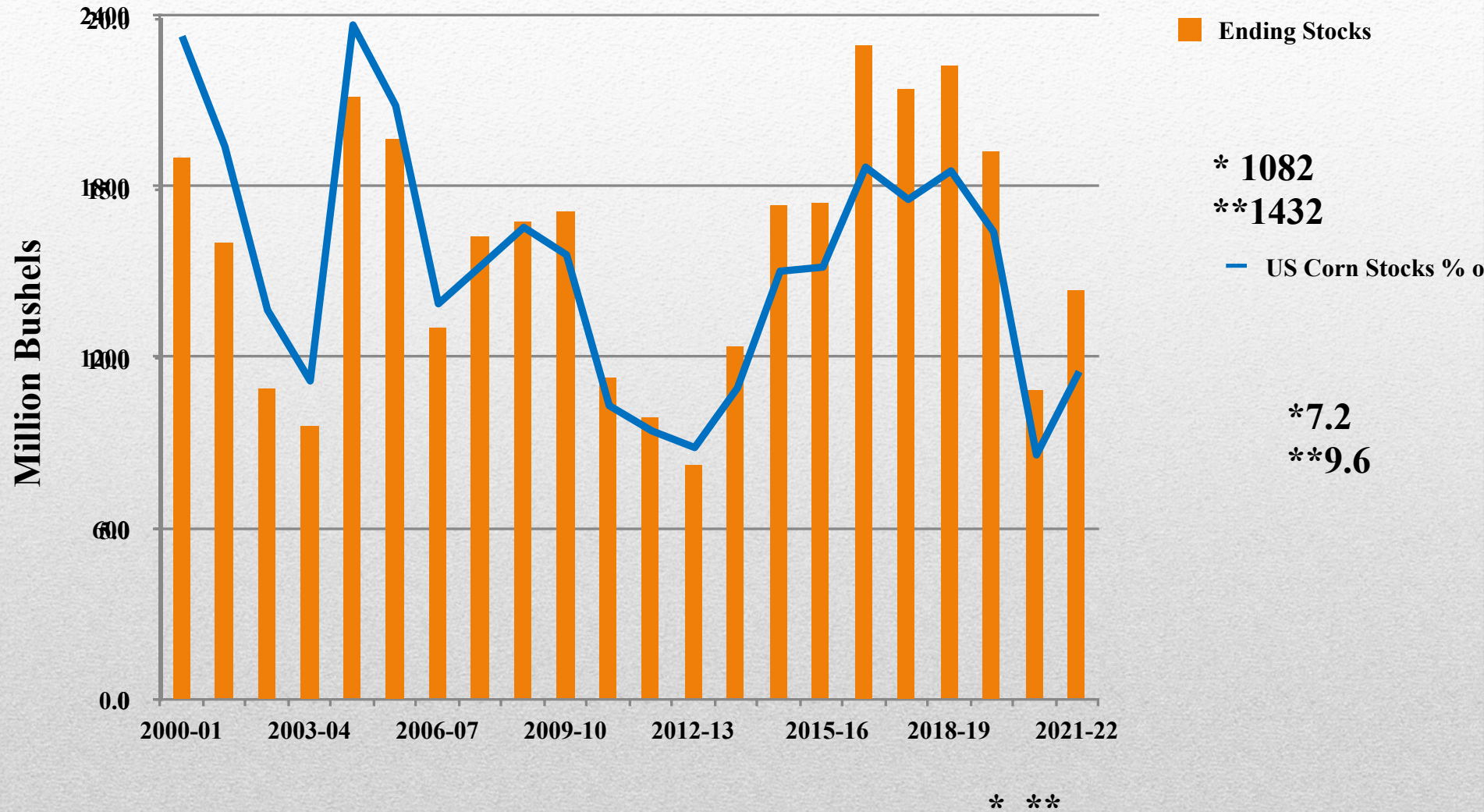


- Don't ignore your marketing plan  
&
- Don't try to outguess the market



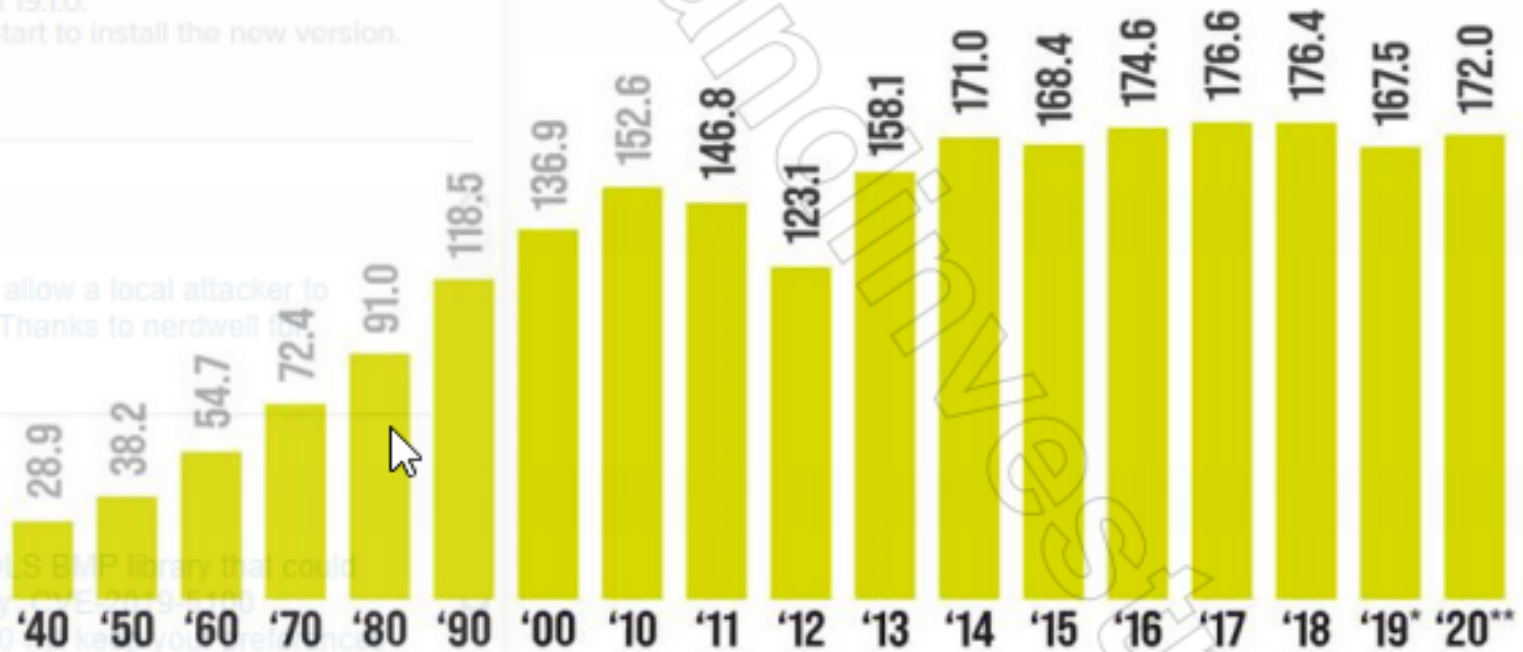


# US Corn



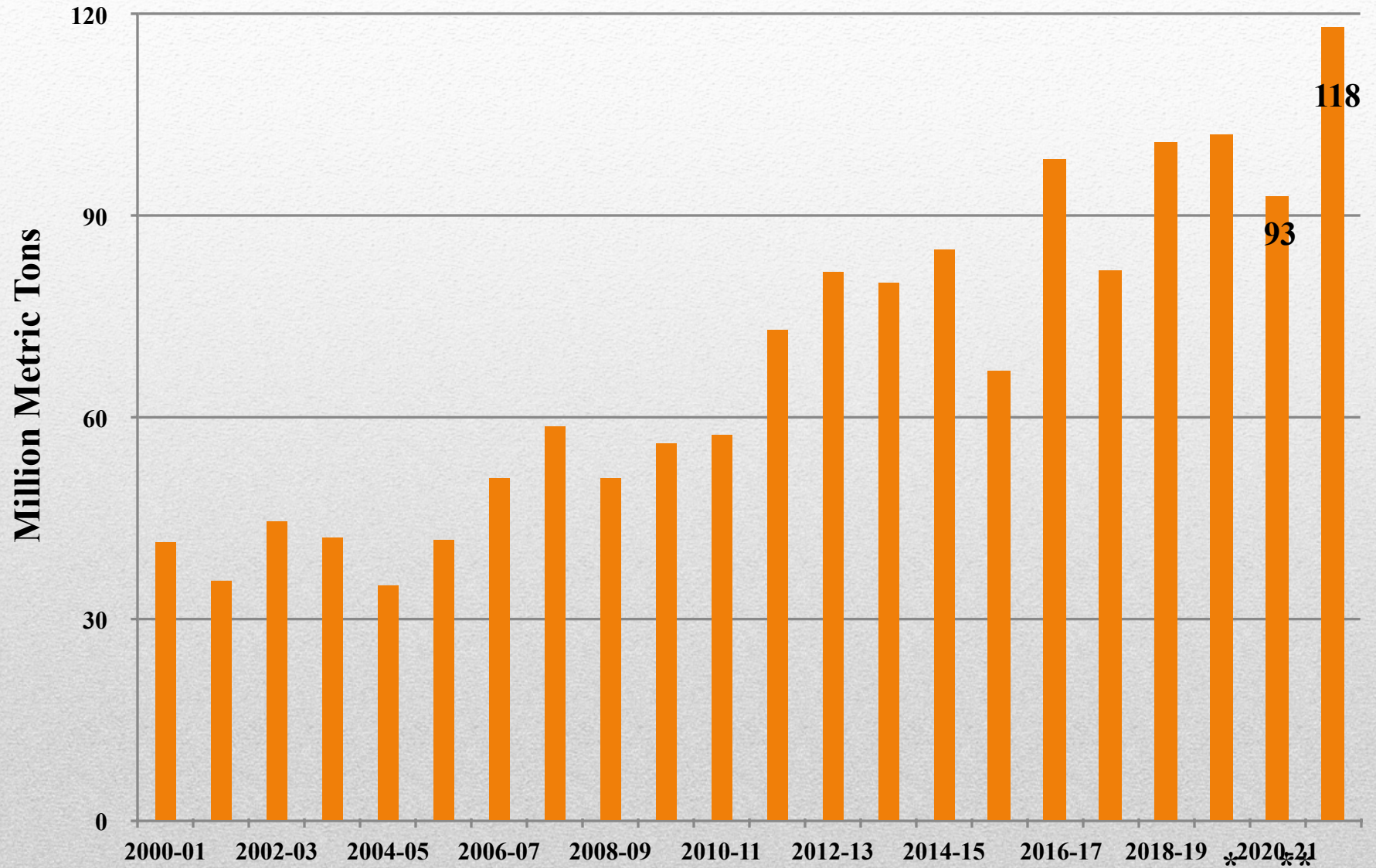
Source: USDA WASDE July 2021 \*EST \*\*Proj.

# U.S. AVERAGE CORN YIELD 1940-2020 (bushels/acre)





# Brazil Corn Production

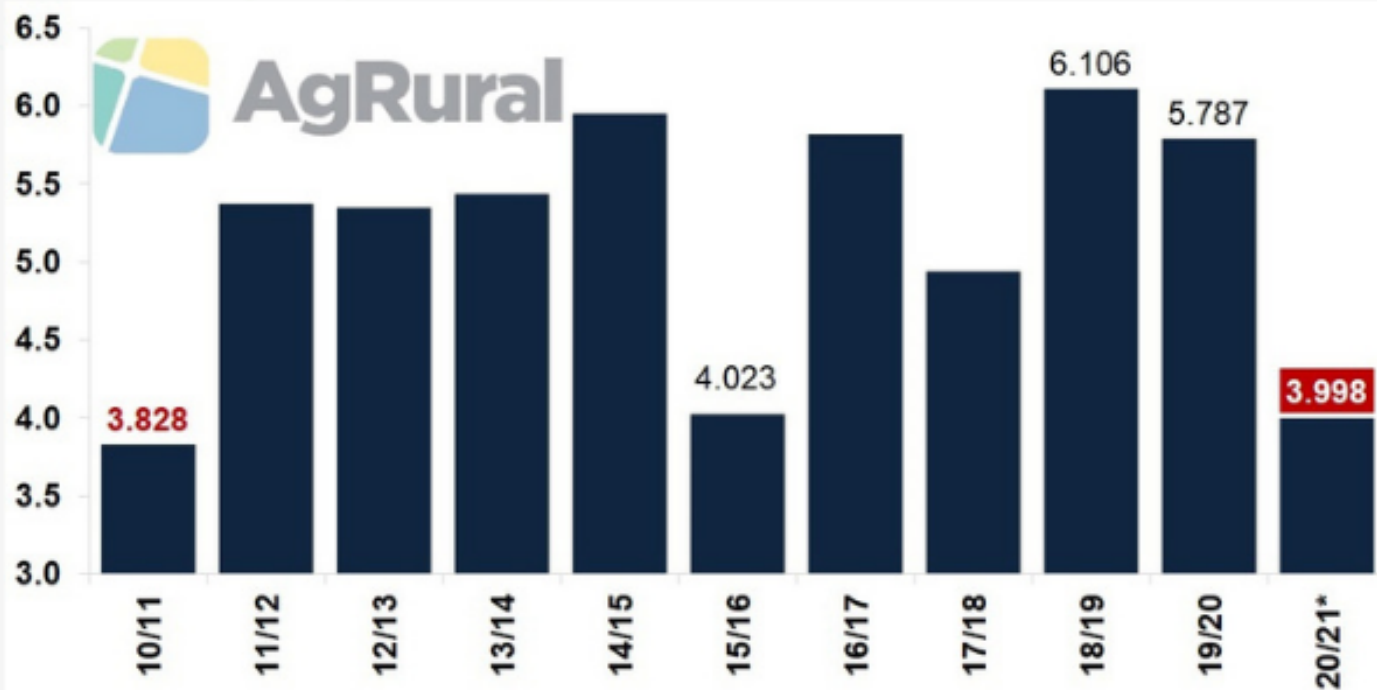


Source: USDA WASDE July 2021 \*EST \*\*Proj.



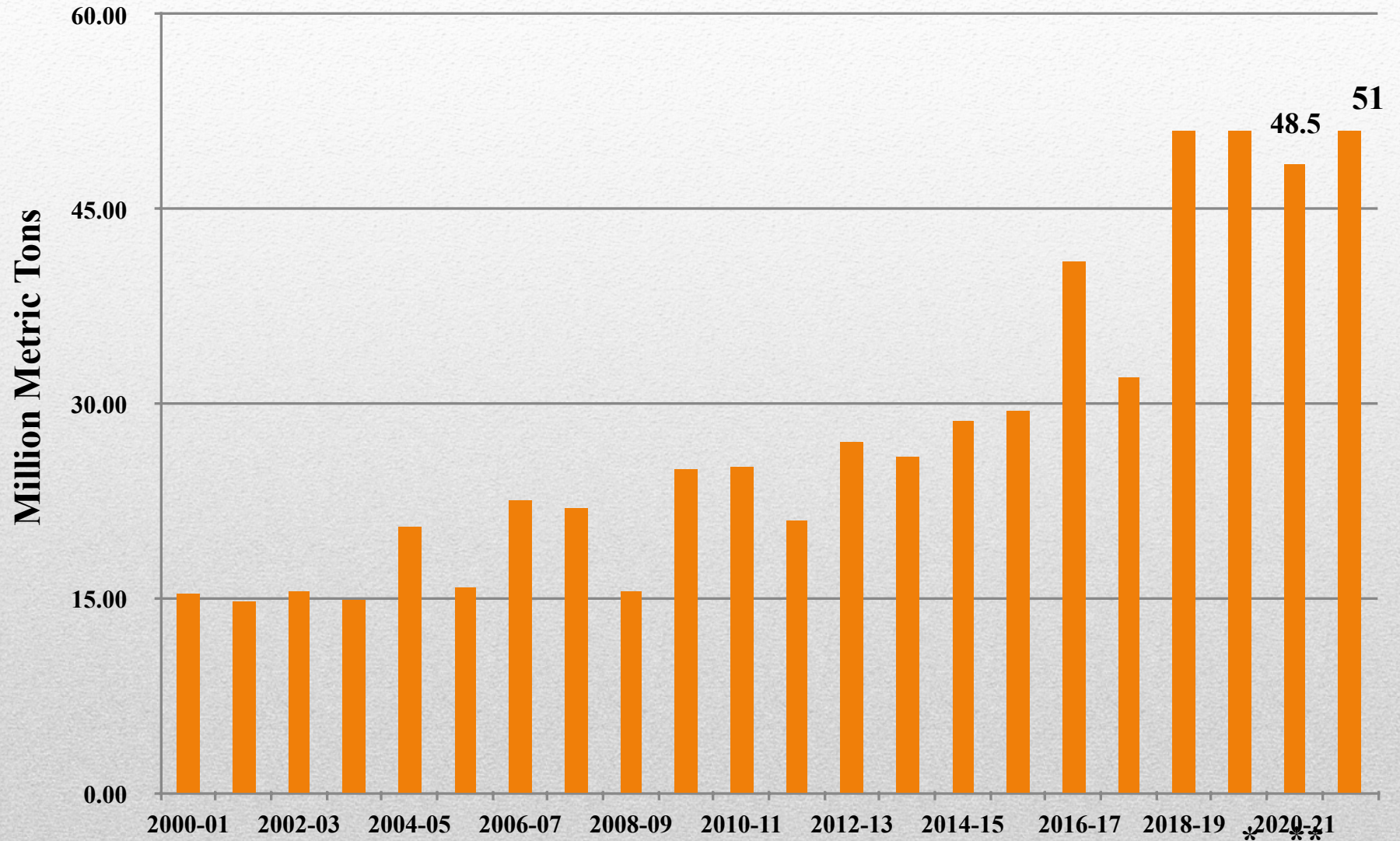
## 2nd CORN CROP - "SAFRINHA"

Average yield in South-Central Brazil



CONAB/AGRURAL Metric tons per hectare. \*AgRural Jul 29, 2021.

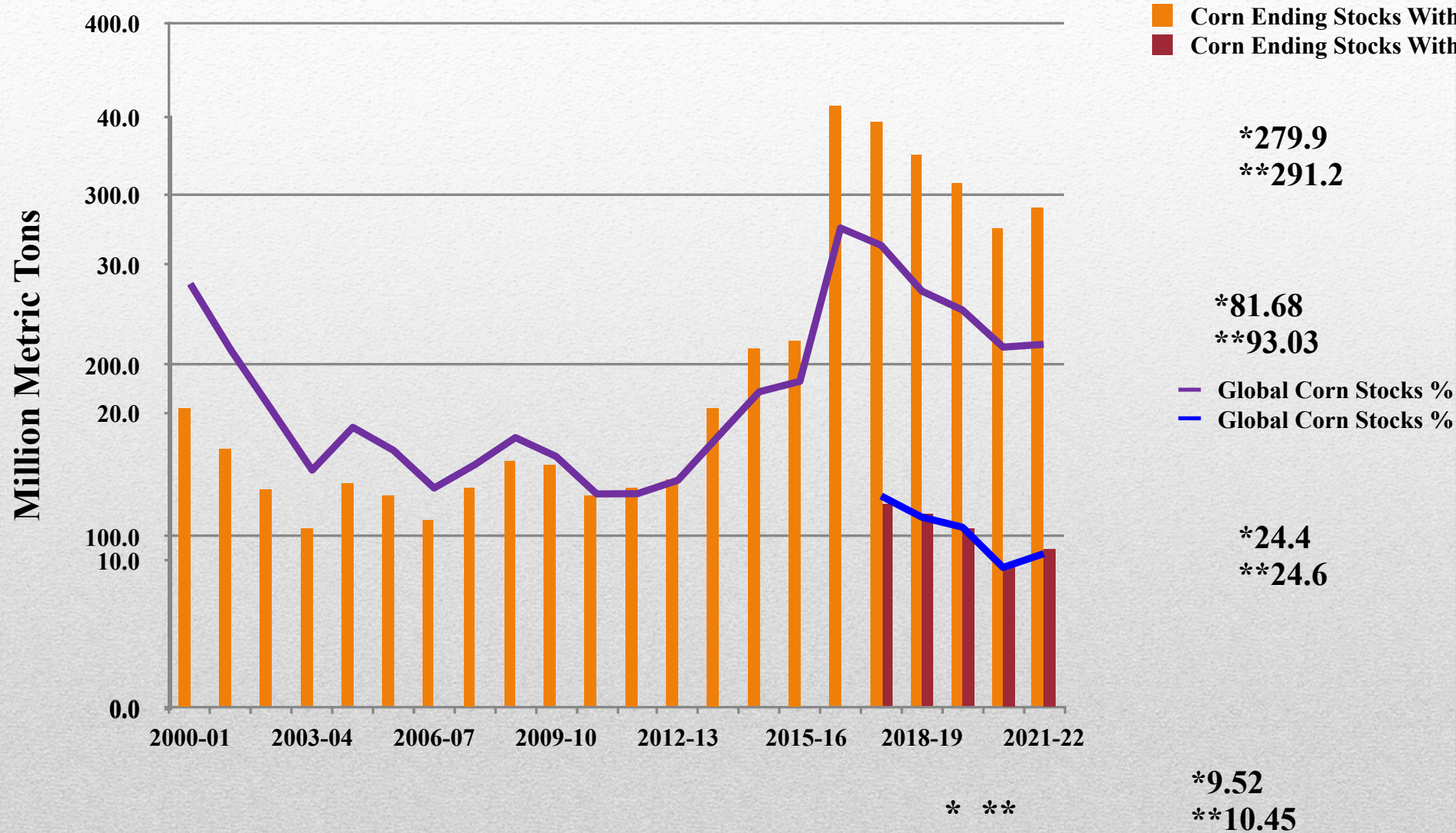
# Argentina Corn Production



Source: USDA WASDE July 2021 \*EST \*\*Proj.



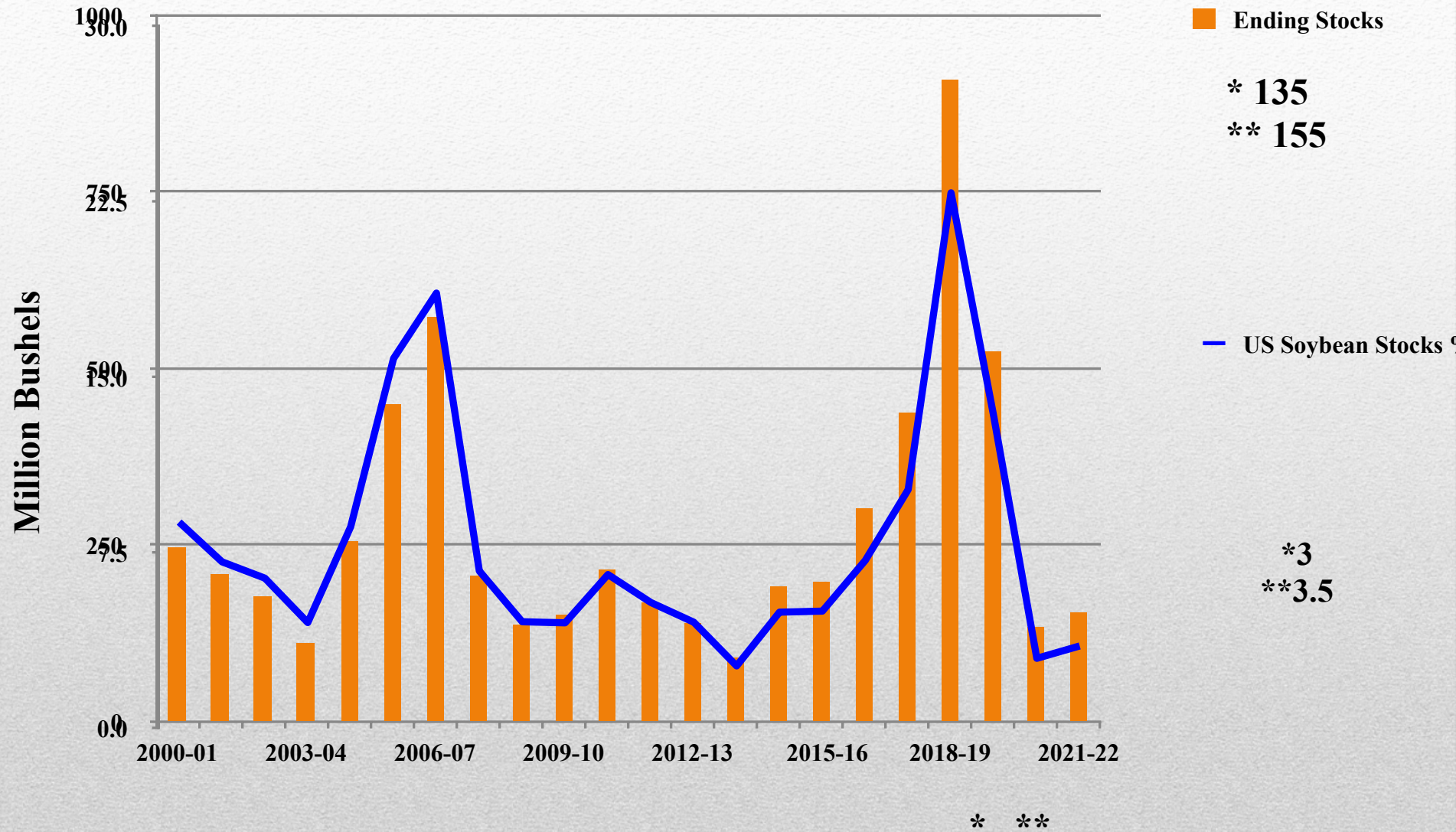
# World Corn



Source: USDA WASDE July 2021 \*EST \*\*Proj.

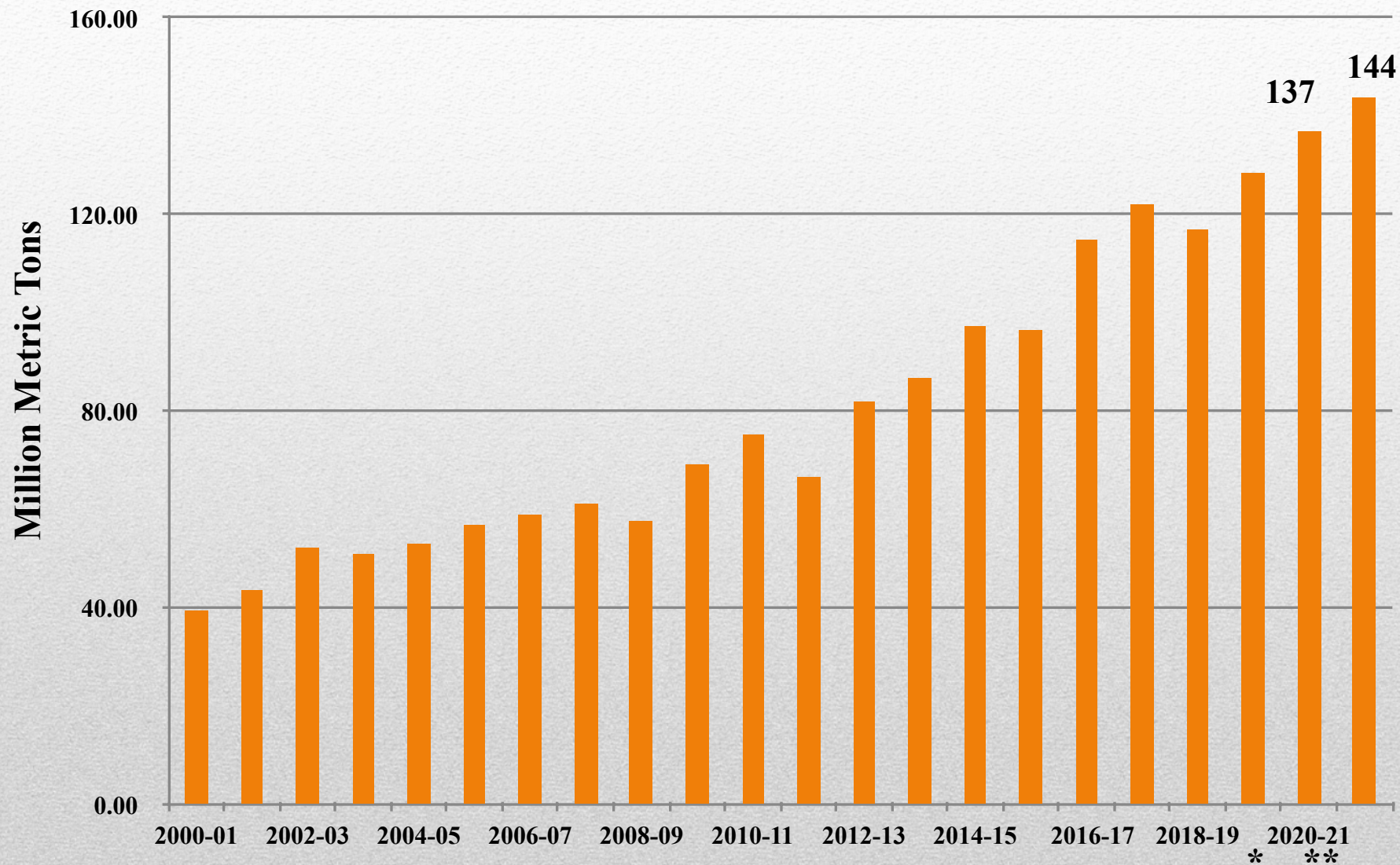


# US Soybean



Source: USDA WASDE July 2021 \*EST \*\*Proj.

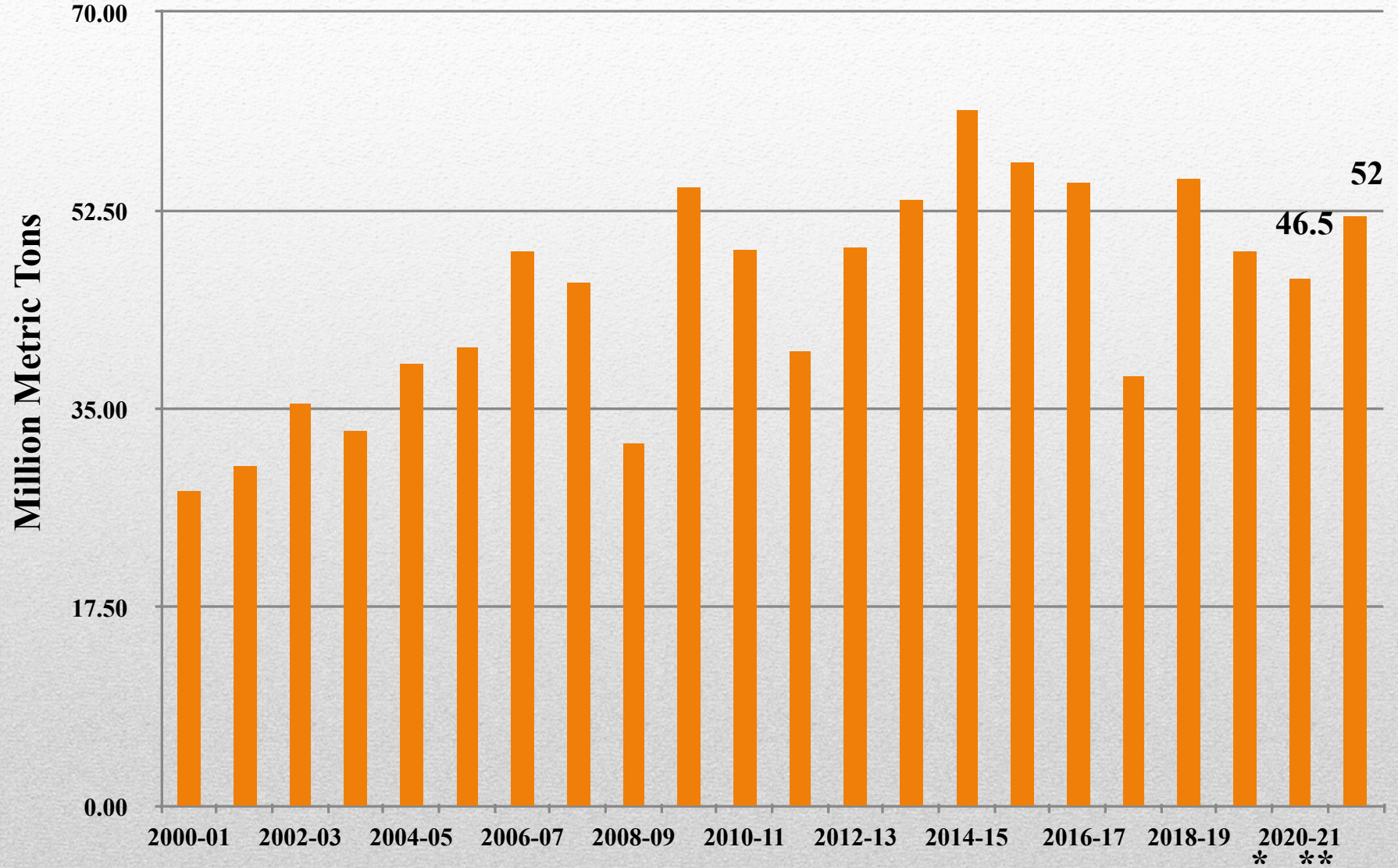
# Brazil Soybean Production



Source: USDA WASDE July 2021 \*EST \*\*Proj.



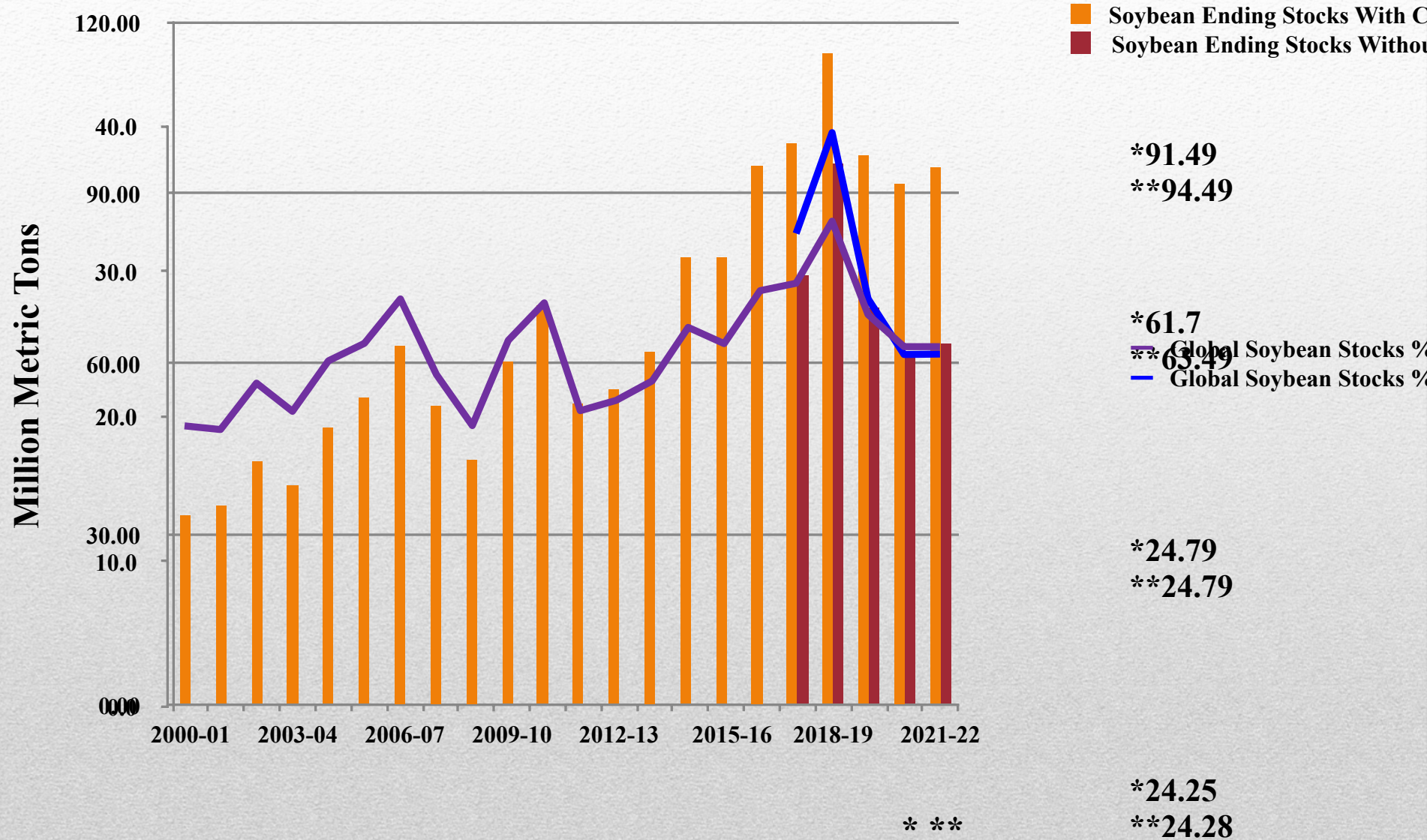
# Argentina Soybean Production



Source: USDA WASDE July 2021 \*EST \*\*Proj.

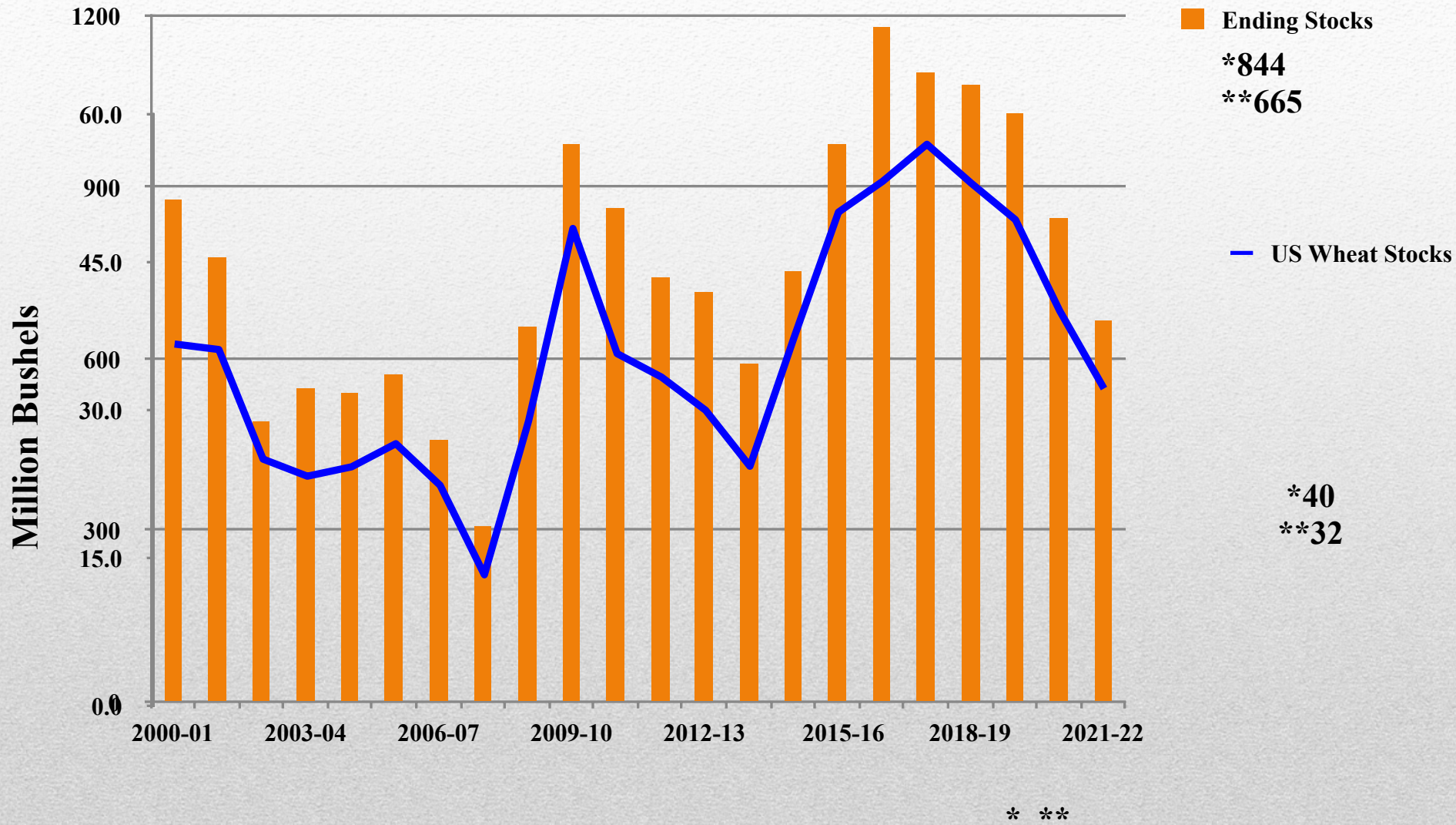


# World Soybean



Source: USDA WASDE July 2021 \*EST \*\*Proj.

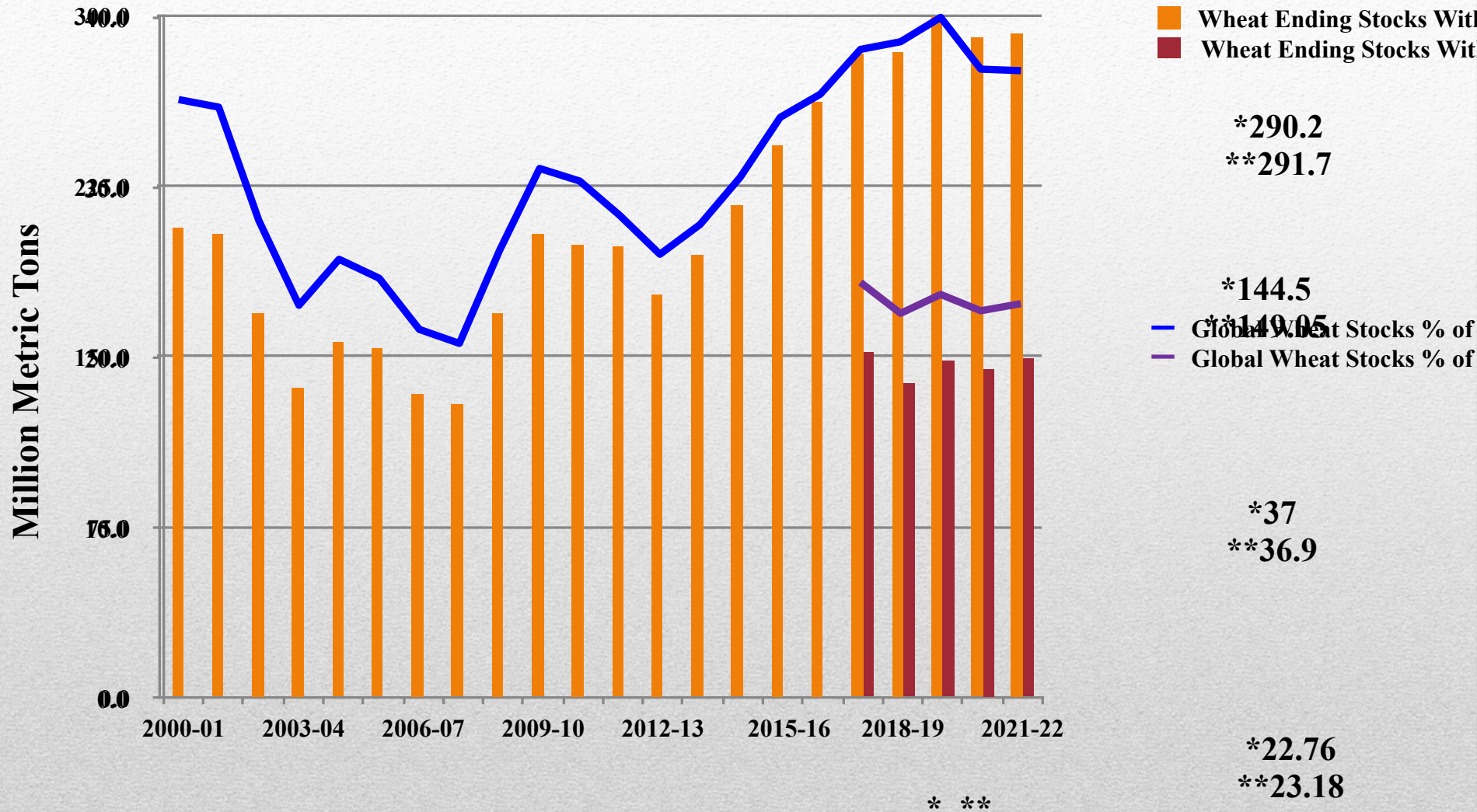
# US Wheat



Source: USDA WASDE July 2021 \*EST \*\*Proj.

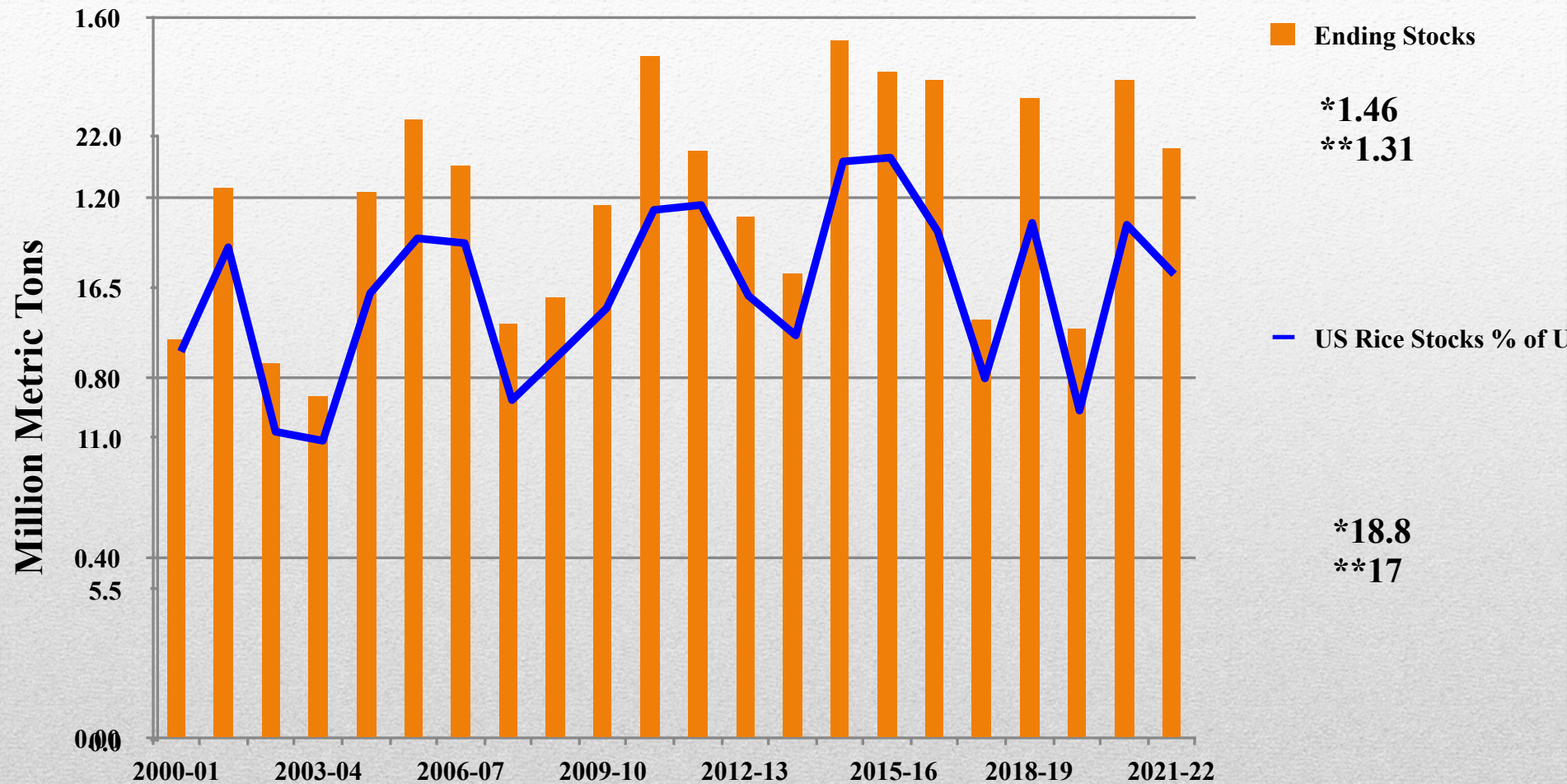


# World Wheat



Source: USDA WASDE July 2021 \*EST \*\*Proj.

# US Rice



**\*1.46**  
**\*\*1.31**

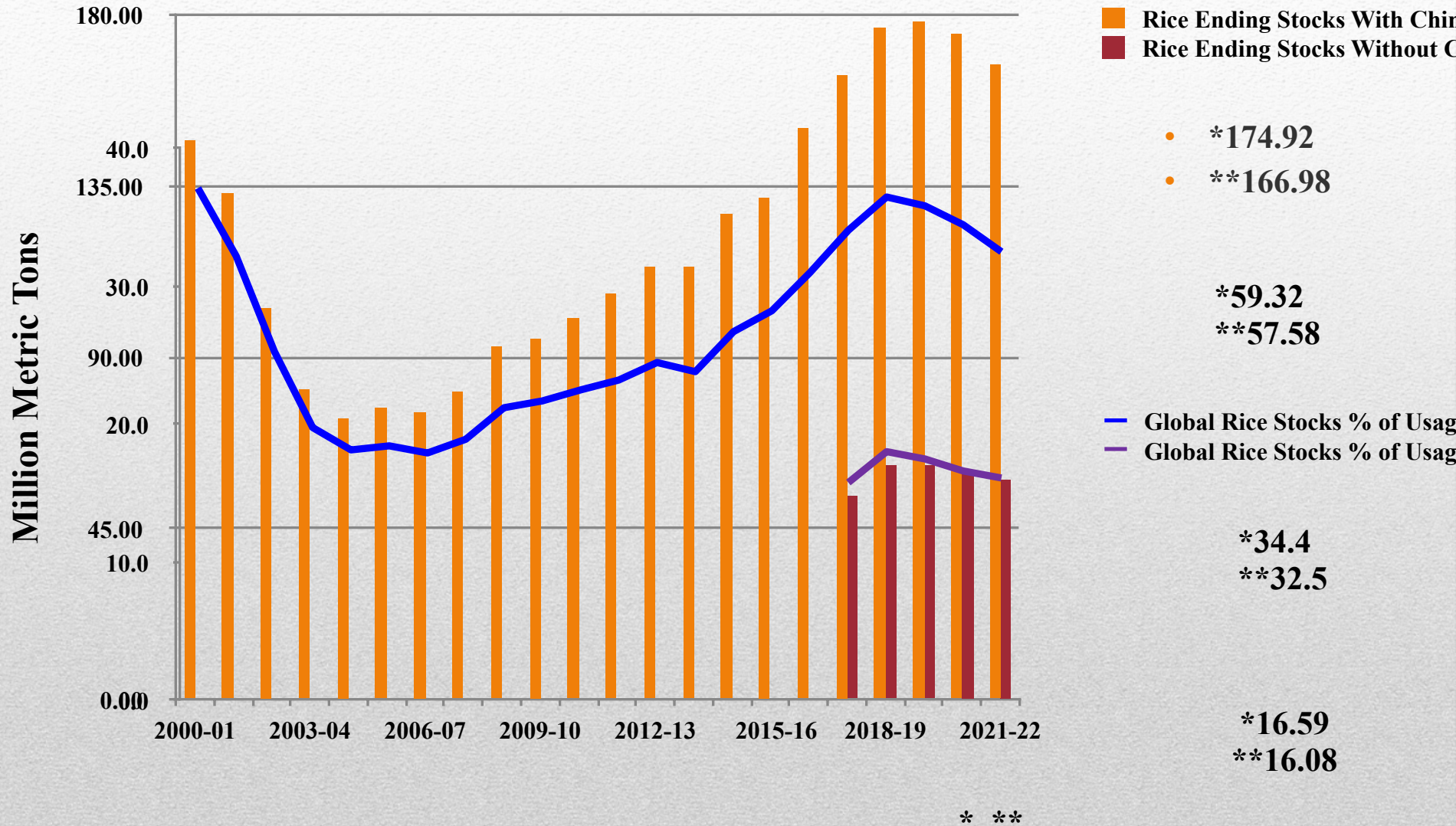
**\*18.8**  
**\*\*17**

**\* \*\***

Source: USDA WASDE July 2021 \*EST \*\*Proj.

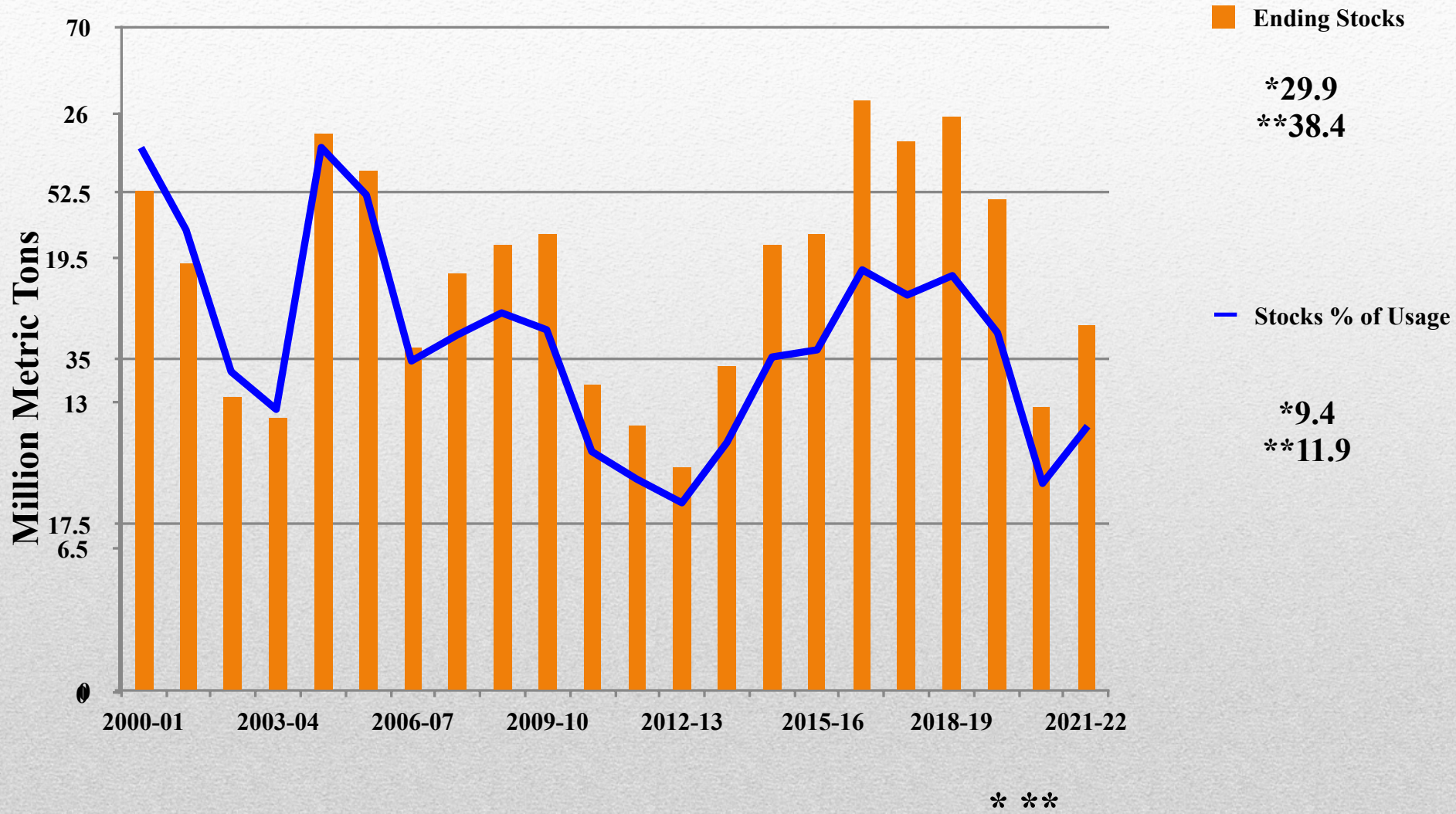


# World Rice



Source: USDA WASDE July 2021 \*EST \*\*Proj.

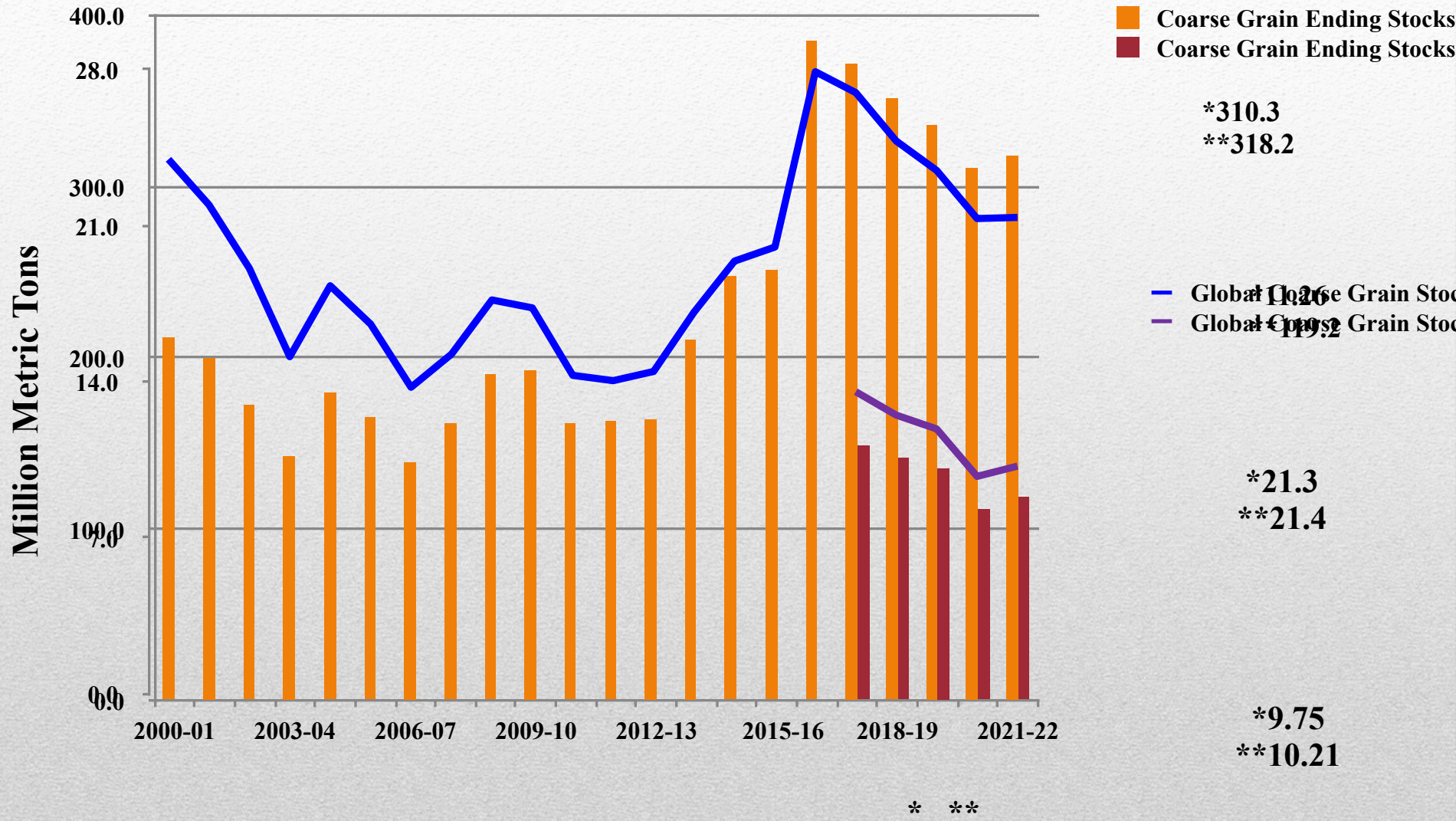
# US Coarse Grain



Source: USDA WASDE July 2021 \*EST \*\*Proj.



# World Coarse Grain



Source: USDA WASDE July 2021 \*EST \*\*Proj.



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