

MARKETING STRATEGY

The Insight program makes futures sales for you.

Our carefully selected experts compete for the best futures prices and will alert producers by phone blast and email when they make a sale and explain the fundamental or technical reasons behind their decisions.

The Insight program allows producers to improve revenue potential by diversifying the way they manage price risk.



GRAIN MARKETING IN FOUR EASY STEPS...

1

DECIDE

Decide how many bushels to enroll.
Consider selling in small percentages up to 30% of your APH.

2

SELECT

AgriVisor • Doane • Pro Farmer • Roach Ag.
Select one, two, three or all four teams.
Track their trading activity and performance.

3

SIGN

Sign addendum and cash grain contract with your elevator.

4

DELIVER

Deliver bushels to your elevator and settle contracts after the pricing period is over.

PRICING PERIOD(S)

Signup: Now thru December 31, 2019

OLD CROP (2019)

CN20: JAN 13 – JUN 26, 2020

NEW CROP (2020)

CZ20: JAN 13 – SEP 30, 2020

SX20: JAN 13 – SEP 30, 2020

INSIGHT LT (2021)

CZ21: JAN 13, 2020 – SEP 30, 2021

**Program fees and basis policies set by participating elevators*

Choose From Four Experienced Analysts



In 1973, Illinois Farm Bureau recognized farmers' needs for accurate and reliable commodity news from a source they could trust. Today, AgriVisor delivers in-depth market analysis and crop sales recommendations. Agri-Visor's services are adapted to meet the high demands of marketing, especially in times of increased volatility. AgriVisor advice and recommendations have remained focused on a single objective: to improve the return of your farm business. From research and pricing strategies to crop insurance and brokerage service partnerships – and featuring innovative marketing products like Insight – AgriVisor is a farmer's partner in agricultural business.



For more than 80 years, Doane has been in the business of helping American farmers maximize profits. As the publisher of Doane Agriculture Report, the first farm marketing bulletin, Doane is a leading firm for analysis, insight, and critical information on the markets. Doane's team of economists are widely recognized for their expertise in providing timely market information and recommendations to grain and oilseed producers.



Professional Farmers of America (PFA) is one of agriculture's highest-profile organizations, recognized as a thought leader and top adviser for commodity markets, farm policy and breaking news. More than 14,000 of the largest and most influential farmers and ranchers are PFA "Members" who receive a variety of information services including the weekly ProFarmer newsletter and LandOwner newsletter. PFA's farm and agribusiness constituents are dispersed nationally, but are concentrated in the Midwest heartland. A typical PFA Member operates about 2,000 crop acres, and more than 30% also raise livestock. PFA was founded in 1973 and has been part of Farm Journal Media since 1998.



Roach Ag. Marketing is an independent, full-service commodity advisory firm founded in 1978 to help farmers do a better job of marketing their crops and livestock. Roach Ag. spent its first 21 years in Perry, Iowa, before moving its headquarters to Boca Raton, Florida. In addition, we have 7 offices located across the Corn Belt to better serve our clients and provide intelligence to the home office about crop and livestock fundamentals throughout the United States.

Our Professional Staff has over 200 years of combined experience in the futures industry to draw upon. Although our advisors are authorized to trade all commodities, we specialize in corn, soybeans, wheat, cattle and hog futures as well as ag commodity options.