

July/August 2022

## The Challenge is Real

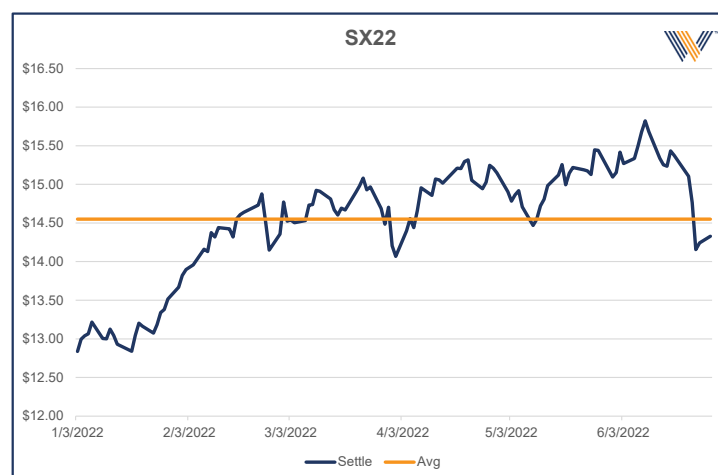
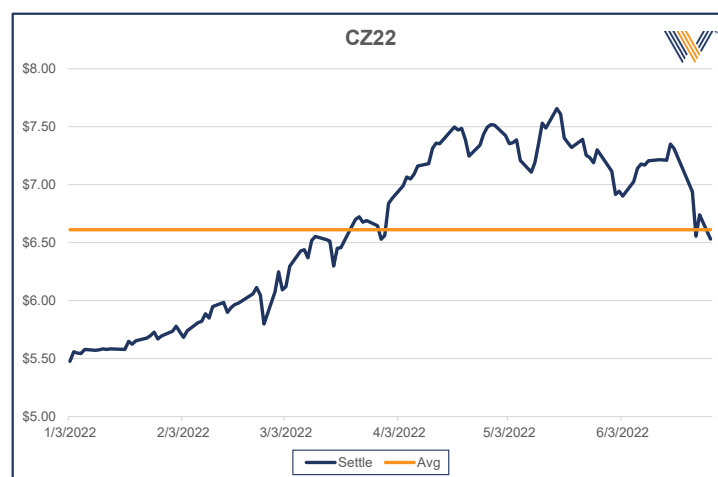
Today is June 27, 2022. As I write this, December corn futures are trading at \$6.60, the high was just over \$7.66 on May 16th, and went above the current price on March 7th. The average futures price since the beginning of 2022 to date is \$6.61.

Likewise with soybeans, November futures are trading at \$14.30, the high was almost \$15.85 on June 9th, and went above the current price on February 9th. The average futures price since the beginning of 2022 to date is \$14.55.

Other than gaining some perspective, all the data I just gave you is meaningless. You can't do anything about what has happened. The reality though is that data like this has an impact on your marketing decisions.

Market history data is not alone in this. Current data can take up space as well. You can spend hours watching for updates on information like South American production numbers, trade with China, the developments in Ukraine, weekly crop condition reports, and on and on it goes.

Not only does the vast amount of information available to you create challenges in your focus but you may also be haunted by past decisions. Market rallies are notorious for making the most disciplined marketer struggle with what hindsight reveals as missed opportunities.



***So, what should you focus on?*** Glad you asked! Focus on the things you have control of. You should focus on what you have done and what you can do. Here's a tool to help you evaluate these together.

Marketing Evaluation		
	CORN	SOYBEANS
<b>How many bushels will you produce?</b>		
Average yield per acre	_____	_____
Total acres	_____	_____
Total bushels to market	_____	_____
<b>What's the revenue of bushels you've already sold?</b>		
Bushels forward contracted	_____	_____
Average sale price	_____	_____
Revenue from Forward Contracts	_____	_____
<b>What is today's revenue of bushels left to sell?</b>		
Bushels left to market	_____	_____
Current market price	_____	_____
Revenue at current price	_____	_____
<b>What would be my total revenue per acre?</b>		
Revenue from Forward Contracts	_____	_____
Revenue at current price	_____	_____
Total revenue from all sales	_____	_____
Revenue per acre (total revenue/total acres)	_____	_____
<b>What is your cost of production per acre?</b>		
	_____	_____
<b>What is your profit per acre?</b>		
	_____	_____

If today's prices don't get you to your profit goal, figure out what price will, and place a target order today to lock it in. When you do, you've taken control of an outcome rather than leaving it up to the winds of change and chance. The challenge is real, but you'll be up for the challenge if you get focused!