

# Marketing Strategy

The Insight Program allows producers to diversify the way they manage price risk.

With today's volatile markets, it can be hard to make marketing decisions. Producers can select from experienced analysts to price a percentage of their grain for them.

Insight prices futures for 100% of enrolled bushels by the end of the pricing period. Our carefully selected experts will alert you by phone or email when they make a sale and explain the fundamental and/or technical reasons behind their decisions.



## Decide

Decide how many bushels to enroll in the program.

Consider what percentage of your APH you plan to market prior to harvest/delivery. Diversify that % or a % of DP by enrolling bushels into the insight program.

## Select

AgriVisor – Doane – Pro Farmer – Roach Ag

Select one, two, three or all four teams of experienced analysts to price futures for desired bushels.

## Set Basis

Producers are responsible for setting basis on enrolled bushels.

Work with your Legacy Grain Marketer to determine the best time to set basis at your delivery location. For Old Crop bushels off DP, basis is automatically set.

## Deliver

Deliver grain to your location of choice.

Any Legacy Farmers location or use our direct haul program. Old crop bushels may already be delivered.

## Enrollment

Now – Dec 19<sup>th</sup>

Contact your Legacy Farmers Grain Marketer to sign up!

## Pricing Periods

### Old Crop 2018

CN19 → Jan 10 – Jun 21 2019

### New Crop 2019

CZ19 → Jan 10 – Sep 27 2019

SX19 → Jan 10 - Sep 27 2019

### Insight LT 2020

CZ20 → Jan 10 2019 – Sep 30 2020

SX20 → Jan 10 2019 – Sep 30 2020

## 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 recommendation. We continually adapt our services to meet the high demands of marketing, especially in times of volatility.

Our advice and recommendations have remained focused on a single objective: to improve the return of your farm business. This philosophy has never been more relevant than in recent years of market fluctuation.

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 advisor 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, IA before moving its headquarters to Boca Raton, FL. 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.

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