

The background of the entire image is an aerial photograph of several large, cylindrical agricultural silos. The silos have corrugated metal roofs and are arranged in a row. A worker in an orange safety vest is visible on a walkway between the silos. The text "Advanced Crop Advisors Workshop" is overlaid in the center of the image.

***Advanced Crop
Advisors
Workshop***

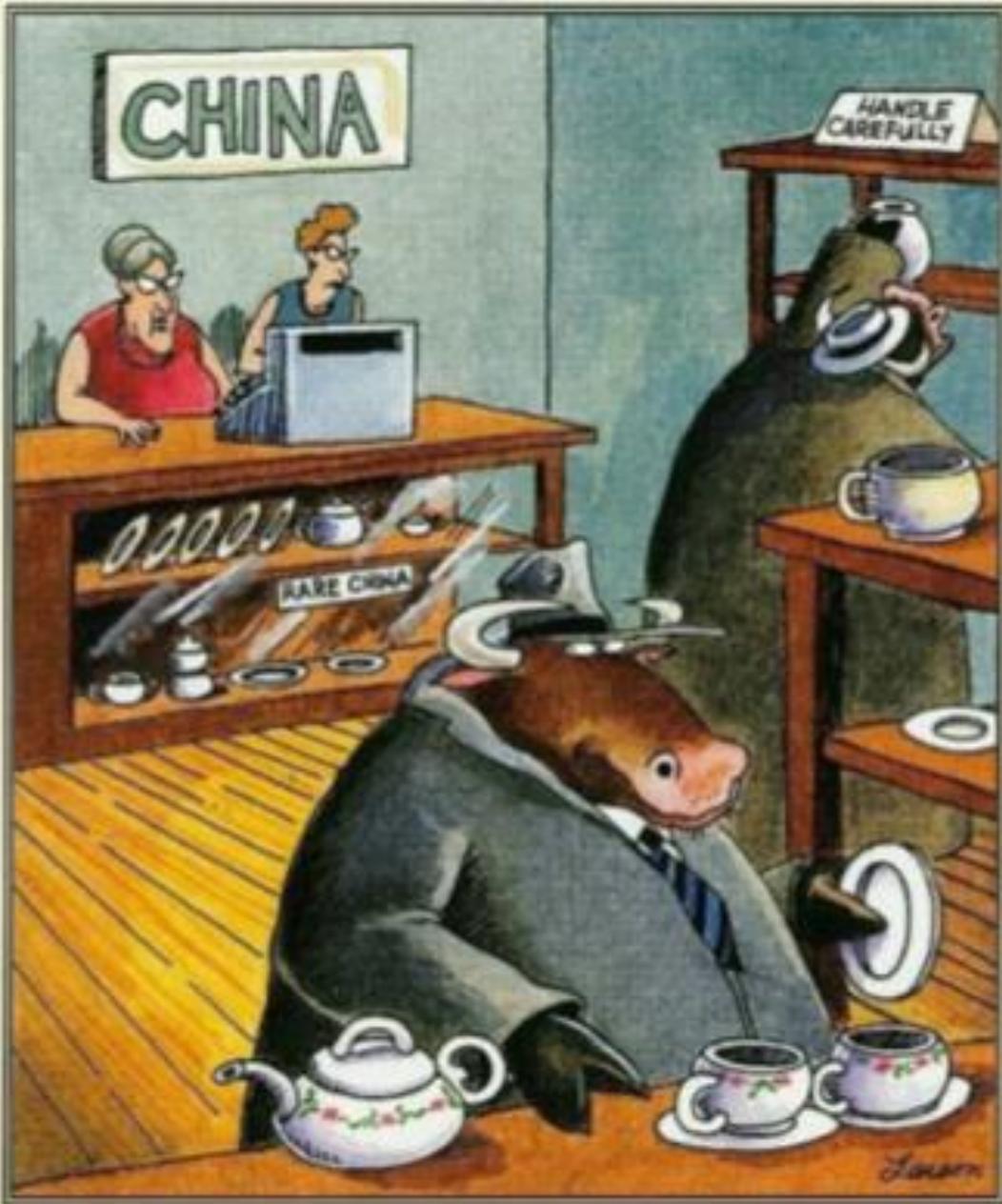


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"I got a bad feeling about this, Harriet."

GRAIN MARKETING

Roller Coaster



If we get back to the top,
I promise to sell!



OPTIMISM
THRILL
EXCITEMENT
EUPHORIA
ANXIETY
DENIAL
FEAR
DESPERATION
PANIC
CAPITULATION
DESPONDENCY
DEPRESSION
HOPE
RELIEF
OPTIMISM



Cash Corn Settlements:

	Cash	December Future High	(Cash)
• 2016: 31 Million Bu.	\$3.13	\$4.49	(3.89)
• 2017: 37 Million Bu.	\$3.02	\$4.17	(3.57)
• 2018: 16 Million Bu.	\$3.22	\$4.29	(3.69)
• 2016-2018 Ave:	\$3.10		

Cash Soybean Settlements:

November

Cash

Future High(Cash)

-
- 2016: 12.6 Million Bu. \$9.11 \$11.86 (11.11)
 - 2017: 12.5 Million Bu. \$9.09 \$10.47 (9.72)
 - 2018: 9.3 Million Bu. \$8.67 \$10.60 (9.85)

 - 2016-2018 Ave: \$9.01

Cash Wheat Settlements:

	Cash	September Future High (Cash)
• 2016: 13.6 Million Bu.	\$5.11	\$5.74 (5.44)
• 2017: 12.8 Million Bu.	\$6.07	\$8.68 (8.38)
• 2018: 9.02 Million Bu.	\$5.83	\$6.54 (6.24)
• 2016-2018 Ave:	\$5.64	

OTC
"Compass"

Delayed
Pricing

Options

Futures
Contract

Minimum
Price
Contracts

CCC
Loans

Cash
Sale

Forward
Contract

Storage

Marketing Tools

HTA

Crop
Insurance

Basis
Fixed

2019 Marketing Plan



“What if we don’t change at all ...
and something magical just happens?”

Marketing Plan 2019

- Start with good breakeven analysis. Yields: 3yr vs 5yr
- Storage Plan and Cash flow needs
- Take advantage of carry and utilize farm storage. (Usually Corn and Wheat).
- Harvest Delivery Soybeans for Cash Flow.
 - CCC loans on wheat and corn if necessary.
- Start with Harvest HTA and roll out/set basis later.
- Take advantage of any pre-harvest basis plays.
- Cover unpriced bushels with Options.
- Set Price objective for each crop
 - Evaluate price objections in Jan Mar June
- Set up post harvest sales plan with actual cash flow numbers.

Strategies for 2019

- Have a good plan and some minimum targets/ROI or \$\$\$/Acre.
- Store Corn and Wheat
- Corn:
 - Sell some Cash for December to core bins.
 - Utilize storage with Dec HTA and Rolling.
- Soybeans
 - Sell HTA or profitable forward contracts (Lock Basis Pre-harvest)
 - Delivery off field if possible. FALL CASH FLOW.
 - Take advantage of basis plays if market get inverted.
- Wheat
 - Sell HTA or profitable forward contracts
 - Store for better basis and discounts for December-March.
 - Utilize storage with Dec HTA and Rolling
- Utilize CCC Loans for short-term cash flow with lower interest.

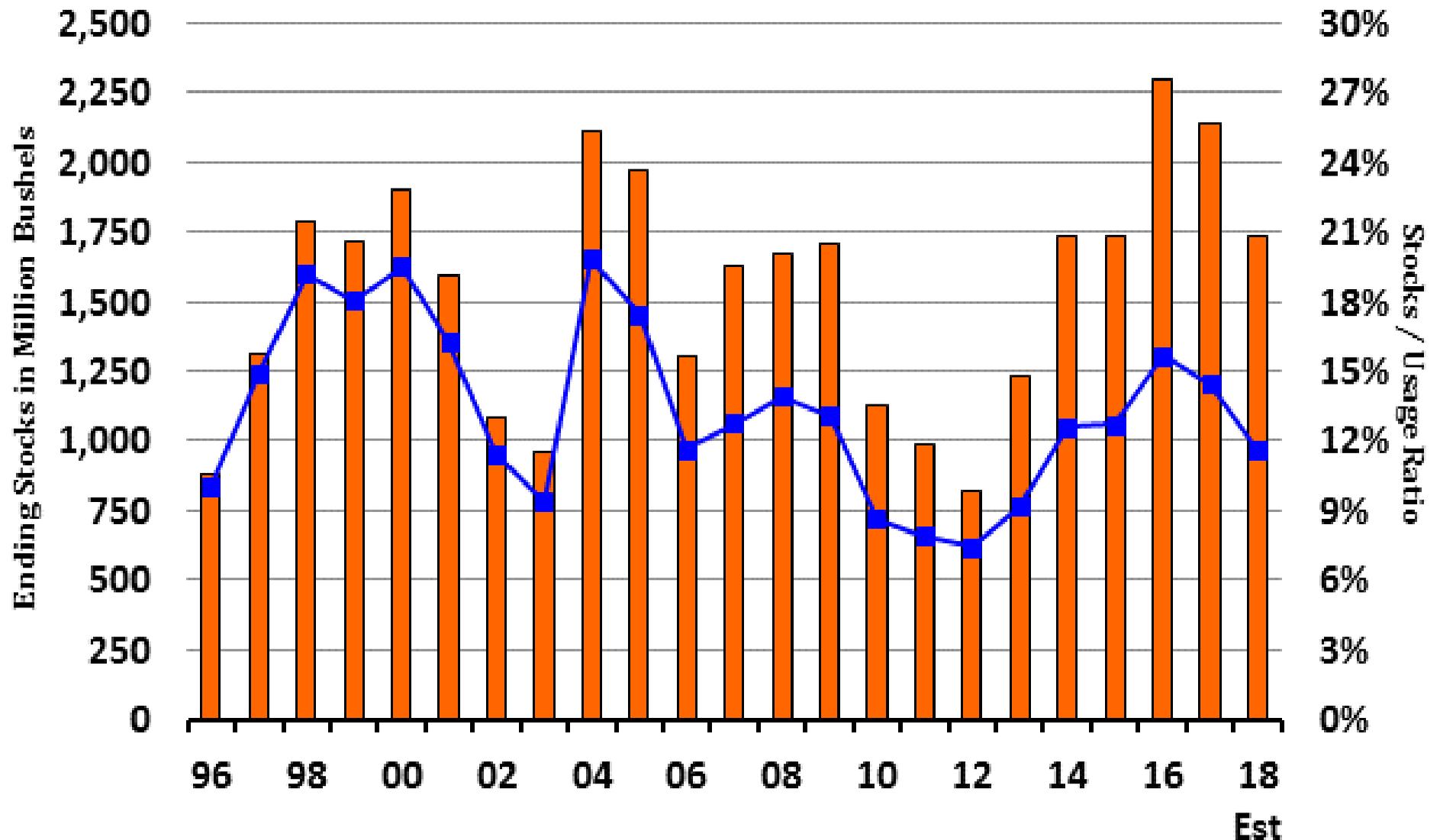
Marketing Plan 2019

- Pricing objectives futures:
 - Corn: **Dec 19: 4.05-4.22**
 - Sell corn above **3.60** cash.
 - Soybeans: **Nov 19: 9.80-10.20**
 - Sell beans above **9.00** cash
 - Wheat: **Sep 19 6.10-6.50**
 - Sell all wheat above **6.00** Cash.
- Old Crop cash price objectives:
 - Corn: **3.40-3.60**
 - Soybeans: **8.00-8.50**
 - Wheat: **5.80-6.00**

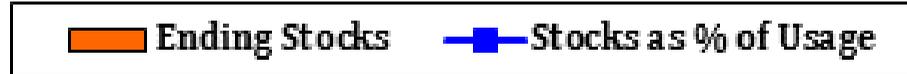
Corn

	Jan 11	Feb 8		Jan 11	Feb 8	
	2017/18	2017/18	Change	2018/19	2018/19	Change
Planted Acres	90.2	90.2	0.0	89.1	89.1	0.0
Harvested Acres	82.7	82.7	0.0	81.8	81.7	-0.1
Yield	176.6	176.6	0.0	178.9	176.4	-2.5
Beginning Stocks	2293	2293	0	2140	2140	0
Production	14609	14609	0	14626	14420	-206
Imports	36	36	0	45	40	-5
Total Supply	16939	16939	0	16811	16600	-211
Feed/Residual	5304	5304	0	5500	5375	-125
Food/Seed/Industrial	7056	7056	0	7080	7040	-40
Ethanol	5605	5605	0	5600	5575	-25
Domestic Use	12360	12360	0	12580	12415	-165
Exports	2438	2438	0	2450	2450	0
Total Use	14799	14799	0	15030	14865	-165
Ending Stocks	2140	2140	0	1781	1735	-46
Stocks/Use Ratio	14.5%	14.5%		11.8%	11.7%	
Avg. Farm Price (c/lb.)	3.36	3.36		3.25-3.95	3.35-3.85	

US Corn Ending Stocks vs Stocks / Usage Ratio



Updated: 02/08/2019



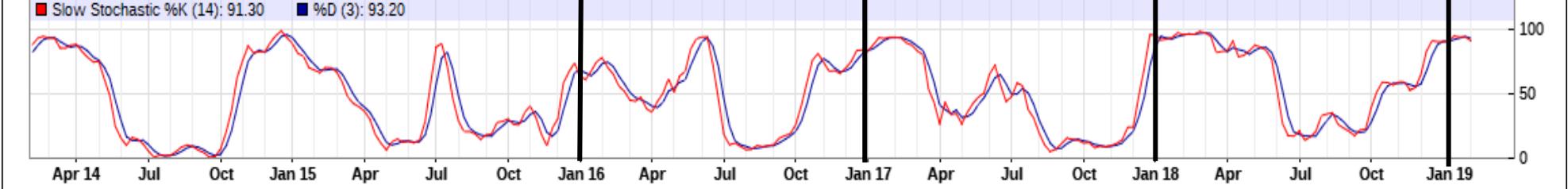
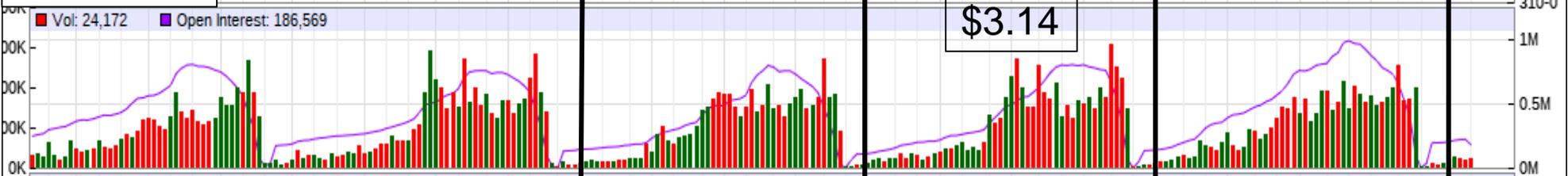
The Hightower Report

ZC - Corn - Weekly Continuation Candlestick Chart



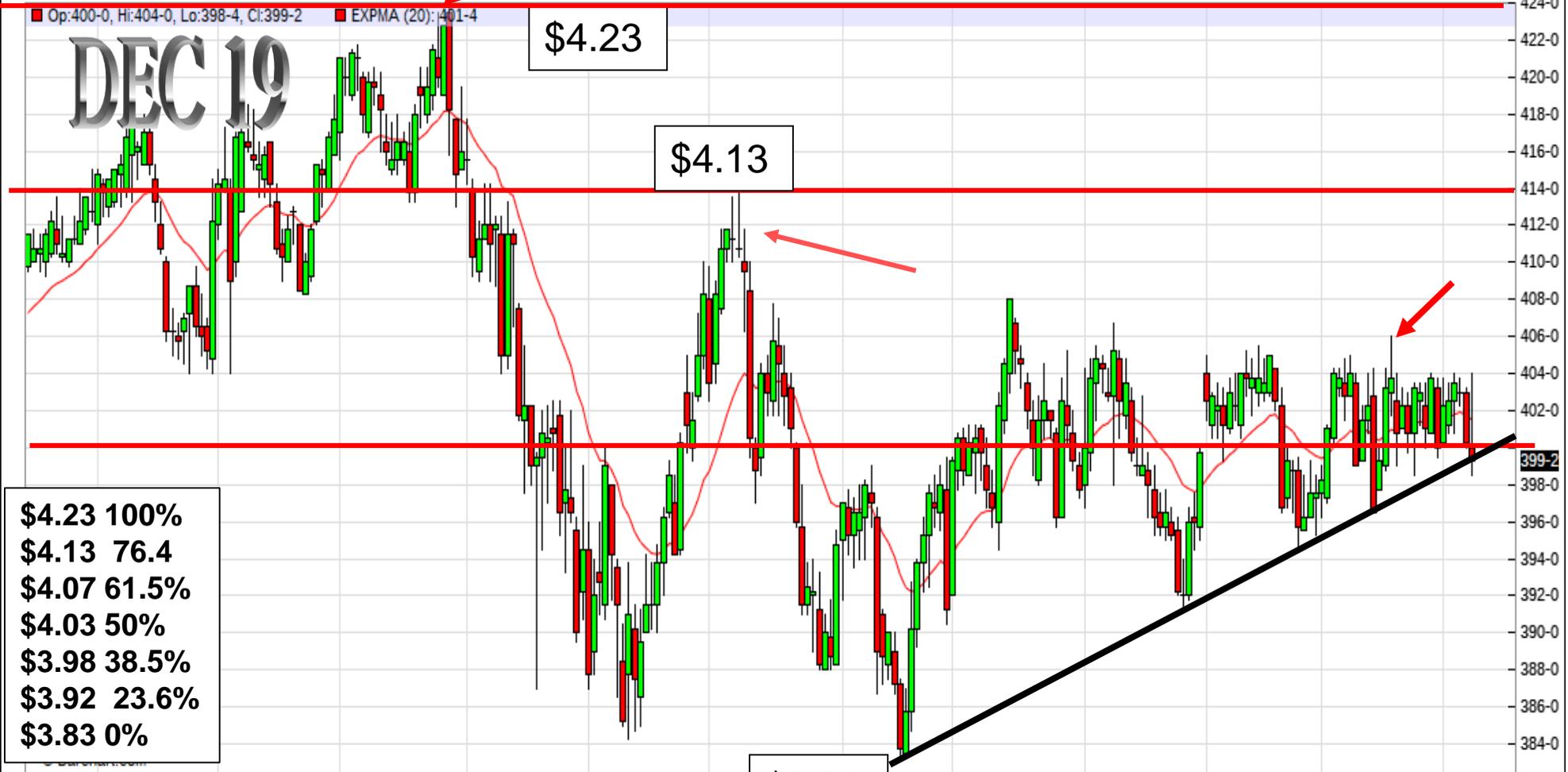
LOWES:	HIGHS:
9-29-14: \$3.18	5-28-14: \$5.18
11-9-15: \$3.56	7-13-15: \$4.54
8-30-16: \$3.14	6-16-16: \$4.49
11-14-18: \$3.37	7-10-17: \$4.17
9-18-18: \$3.42	5-21-18: \$4.294

\$4.29	100%
\$4.08	76.4
\$3.95	61.5%
\$3.85	50%
\$3.75	38.5%
\$3.62	23.6%
\$3.42	0%

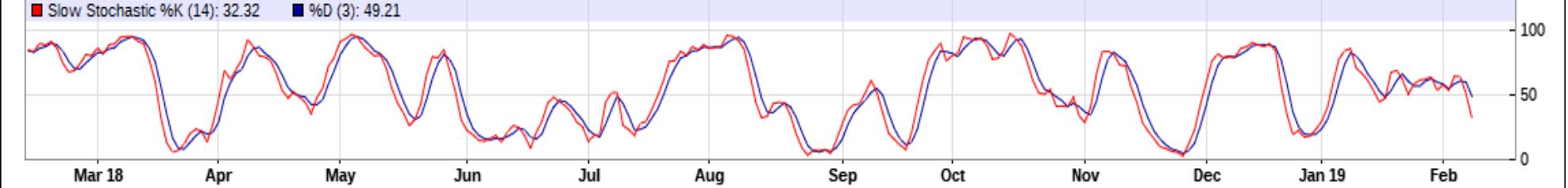


Apr 14 Jul Oct Jan 15 Apr Jul Oct Jan 16 Apr Jul Oct Jan 17 Apr Jul Oct Jan 18 Apr Jul Oct Jan 19

ZCZ19 - Corn - Daily Candlestick Chart



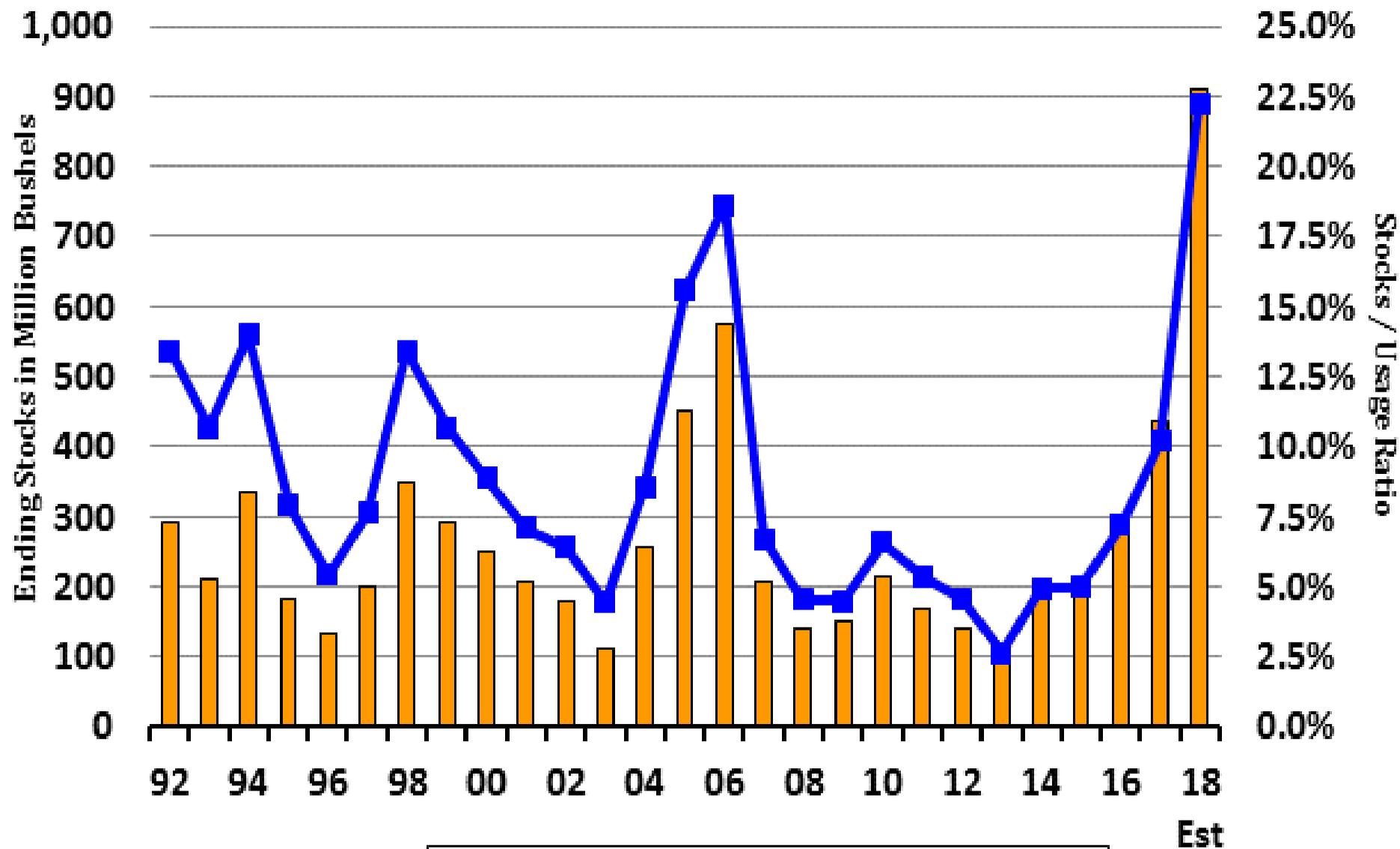
\$4.23	100%
\$4.13	76.4
\$4.07	61.5%
\$4.03	50%
\$3.98	38.5%
\$3.92	23.6%
\$3.83	0%



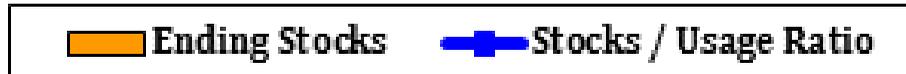
Soybeans

	Jan 11	Feb 8		Jan 11	Feb 8	
	2017/18	2017/18	Change	2018/19	2018/19	Change
Planted Acres	90.1	90.2	0.1	89.1	89.2	0.1
Harvested Acres	89.5	89.5	0.0	88.3	88.1	-0.2
Yield	49.3	49.3	0.0	52.1	51.6	-0.5
Beginning Stocks	302	302	0	438	438	0
Production	4411	4412	1	4600	4544	-56
Imports	22	22	0	25	20	-5
Total Supply	4734	4735	1	5063	5002	-61
Crush	2055	2055	0	2080	2090	10
Exports	2129	2129	0	1900	1875	-25
Seed	104	104	0	96	96	0
Residual	8	9	1	32	31	-1
Total Use	4296	4297	1	4107	4092	-15
Ending Stocks	438	438	0	955	910	-45
Stocks/Use Ratio	10.2%	10.2%		23.3%	22.2%	
Avg.Farm Price (\$/bu.)	9.33	9.33		7.85-9.35	8.10-9.10	

US Soybean Ending Stocks vs Stocks / Usage Ratio



Most Recent: As Of 02/08/2019



The Hightower Report

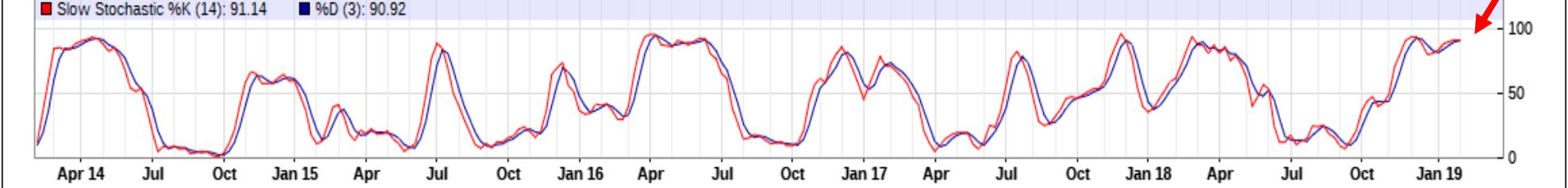
ZS - Soybean - Weekly Continuation Candlestick Chart

Op:956-4, Hi:963-4, Lo:951-2, Cl:957-0 EXPMA (20): 932-2

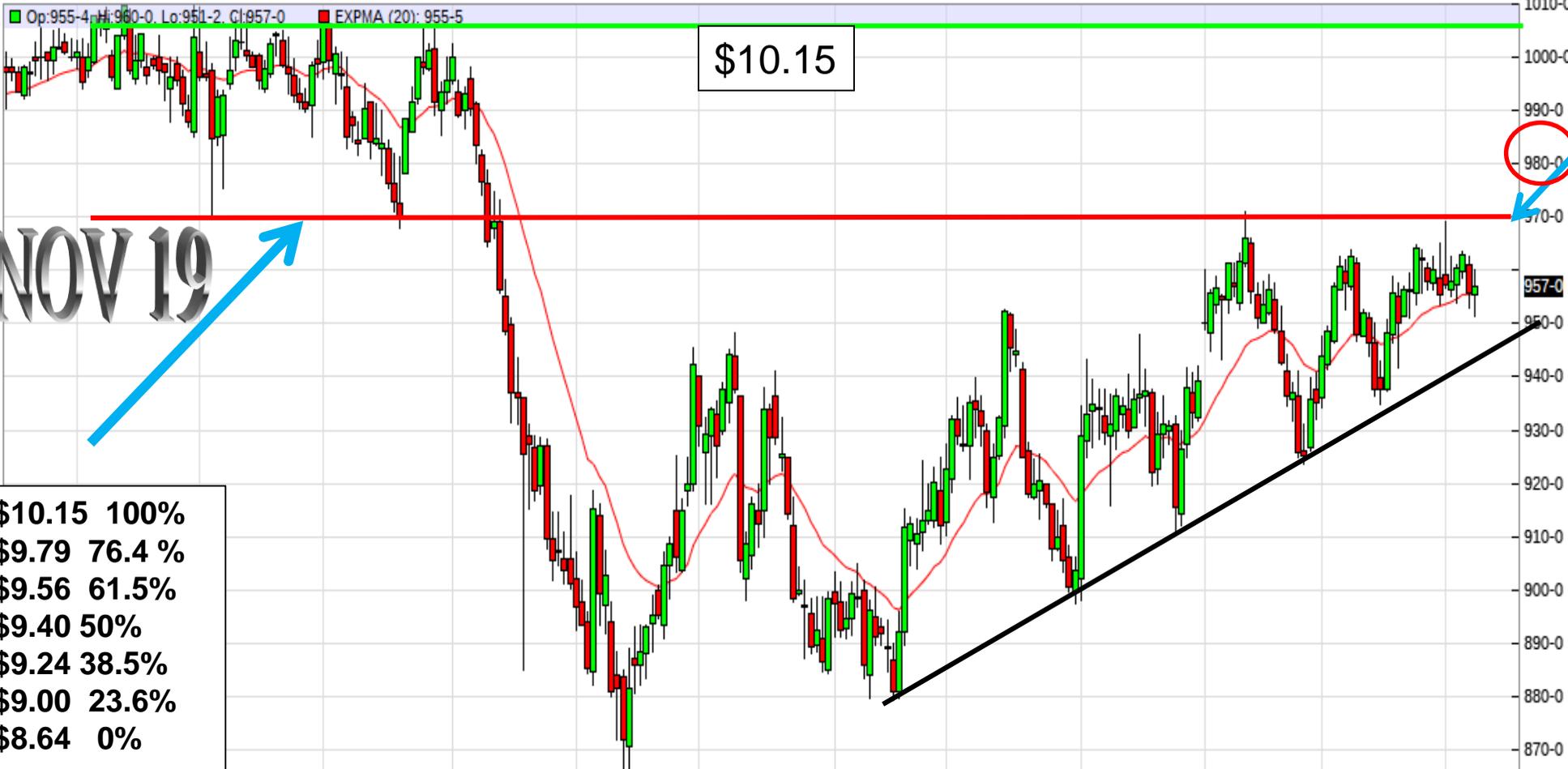
Low:	High:
9-29-14: \$9.04	5-18-14: \$12.79
9-7-15: \$8.53	7-13-15: \$10.45
9-26-16: \$9.34	6-13-16: \$11.86
6-19-17: \$9.07	7-10-17:
\$10.47	
9-18-18: 8.12	5-28-18: \$10.60



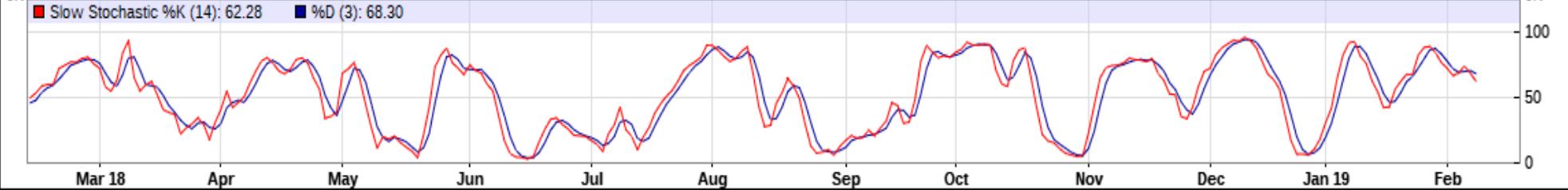
\$10.60	100%
\$10.01	76.4 %
\$9.64	61.5%
\$9.36	50%
\$9.07	38.5%
\$8.70	23.6%
\$8.12	0%



ZSX19 - Soybean - Daily Candlestick Chart



\$10.15	100%
\$9.79	76.4 %
\$9.56	61.5%
\$9.40	50%
\$9.24	38.5%
\$9.00	23.6%
\$8.64	0%



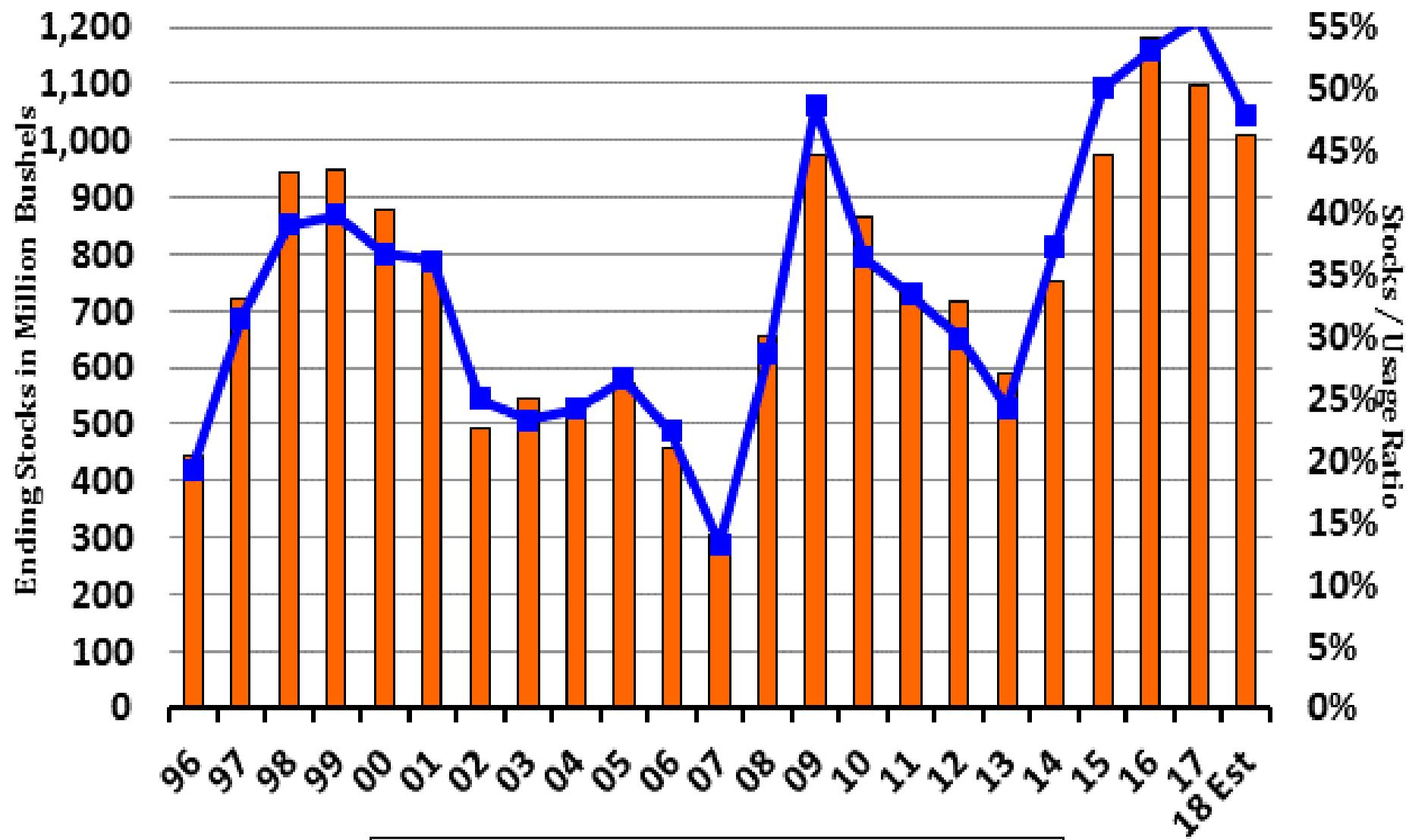
All Wheat

	Jan 11	Feb 8		Jan 11	Feb 8	
	2017/18	2017/18	Change	2018/19	2018/19	Change
Planted Acres	46.0	46.1	0.1	47.8	47.8	0
Harvested Acres	37.5	37.6	0.1	39.6	39.6	0
Yield	46.3	46.4	0.1	47.6	47.6	0
Beginning Stocks	1181	1181	0	1099.0	1099.0	0
Production	1740	1741	1	1884	1884	0
Imports	157	157	0	140	140	0
Total Supply	3078	3079	1	3123	3123	0
Food	964	964	0	970	970	0
Seed	63	63	0	69	63	-6
Feed/Residual	50	51	1	110	80	-30
Domestic Use	1078	1079	1	1149	1113	-36
Exports	901	901	0	1000	1000	0
Total Use	1979	1980	1	2149	2113	-36
Ending Stocks	1099	1099	0	974	1010	36
Stocks/Use Ratio	55.5%	55.5%		45.3%	47.8%	
Avg. Farm Price (\$/bu.)	4.72	4.72		5.05-5.25	5.05-5.25	

Wheat By Class

	Hard	Hard	Soft			
Projected 2017/2018	Winter	Spring	Red	White	Durum	Total
Beginning Stocks	581	191	205	87	35	1,099
Production	662	587	286	272	77	1,884
Total Supply	1,248	850	497	365	163	3,123
Domestic Use	437	288	204	96	88	1,113
Exports	320	300	130	220	30	1,000
Total Use	757	588	334	316	118	2,113
Ending Stocks	491	262	163	49	45	1,010
Stocks/Use Ratio	64.9%	44.6%	48.8%	15.5%	38.1%	47.8%

US All Wheat Ending Stocks vs Stocks / Usage Ratio

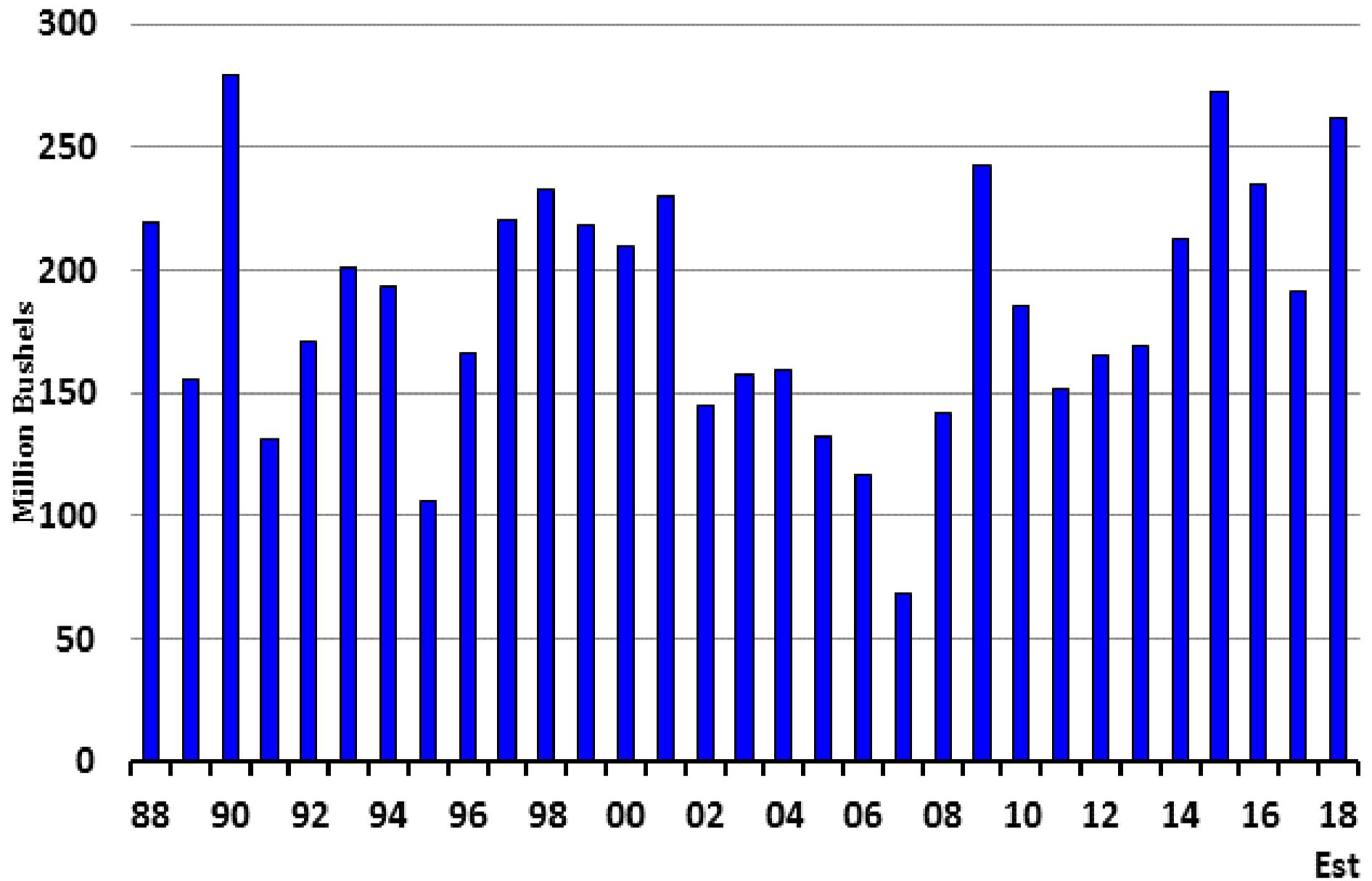


Updated: 02/08/2019

Ending Stocks Stocks / Usage Ratio

The Hightower Report

US Hard Spring Wheat Ending Stocks



Most Recent: 262 As Of 02/08/2019

Est
The Hightower Report

MW - Spring Wheat - Weekly Continuation Candlestick Chart

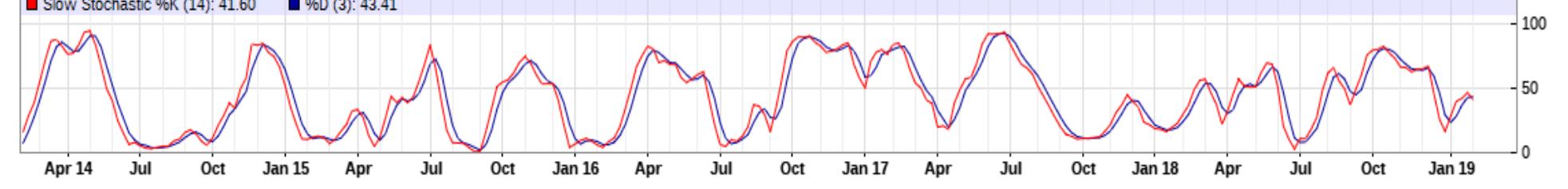
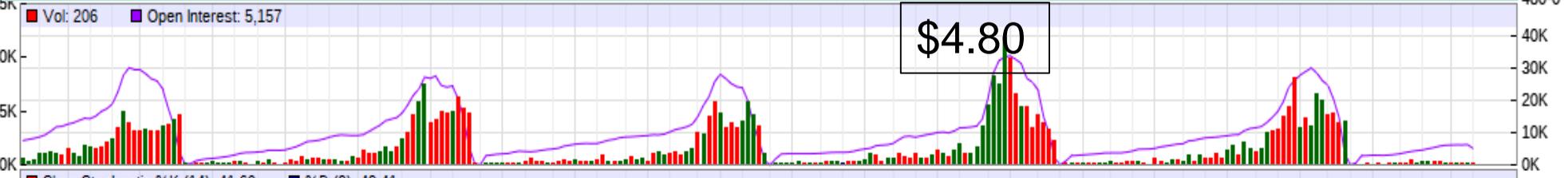
Op:592-2, Hi:592-2, Lo:575-0, Cl:580-2 EXPMA (20): 592-4

LOWS: 7-12-18: \$5.23 HIGHS: 5-29-18: \$6.54

HRS Weekly



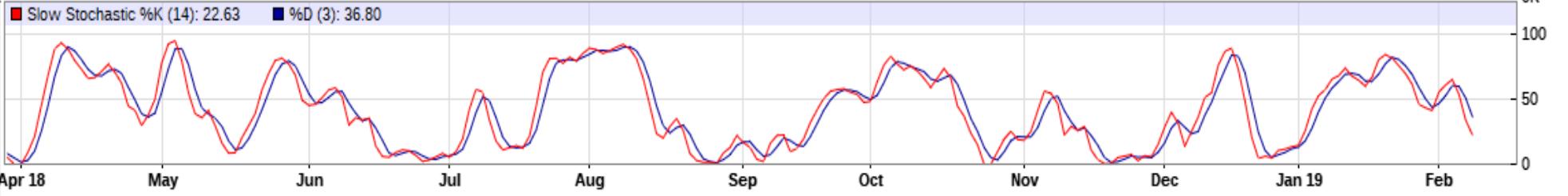
© Barchart.com





Targets:
2019:
\$6.00 and above

- \$6.65 100%**
- \$6.42 76.4%**
- \$6.27 61.5%**
- \$6.16 50%**
- \$6.04 38.5%**
- \$5.89 23.6%**
- \$5.66 0%**



Successful Marketers:

- Have detailed cost of production.
- Set realistic price objectives with GTC orders.
- Have a plan that is proactive not reactive, flexible not static.
- Sell Pre-Harvest vs. Post-Harvest. (2014-2018)
- Set Futures and Basis at different times.
- Utilize storage to capture market carry.
- Understand seasonal trends for futures and basis.

Rolling Futures in a Carry Market.

HAR. Basis	\$ (0.60)
Basis	\$ (0.50)

CORN	Price OBJ			
Dec 19	\$ 4.05	New HTA	Cash \$	
Harvest	\$ -	\$ 4.05	\$ 3.45	
Roll Mar	\$ 0.09	\$ 4.14	\$ 3.64	\$ 0.19
Roll May	\$ 0.08	\$ 4.22	\$ 3.72	\$ 0.27
Roll July	\$ 0.08	\$ 4.30	\$ 3.80	\$ 0.35
	Price OBJ			
	\$ 4.14	New HTA	Cash \$	
Harvest	\$ -	\$ 4.14	\$ 3.54	
Roll Mar	\$ 0.09	\$ 4.23	\$ 3.73	
Roll May	\$ 0.08	\$ 4.31	\$ 3.81	
Roll July	\$ 0.08	\$ 4.39	\$ 3.89	
	Price OBJ			
	\$ 4.22	New HTA	Cash \$	
Harvest	\$ -	\$ 4.22	\$ 3.62	
Roll Mar	\$ 0.09	\$ 4.31	\$ 3.81	
Roll May	\$ 0.08	\$ 4.39	\$ 3.89	
Roll July	\$ 0.08	\$ 4.47	\$ 3.97	
	Price OBJ			
	\$ 4.48	New HTA	Cash \$	
Harvest	\$ -	\$ 4.48	\$ 3.88	
Roll Mar	\$ 0.09	\$ 4.57	\$ 4.07	
Roll May	\$ 0.08	\$ 4.65	\$ 4.15	
Roll July	\$ 0.08	\$ 4.73	\$ 4.23	

HAR. Basis	\$ (0.30)
Basis	\$ (0.15)

Wheat	Price OBJ			
Sep 19	\$ 5.95	New HTA	Cash \$	
Harvest	\$ -	\$ 5.95	\$ 5.65	
Roll Dec	\$ 0.14	\$ 6.09	\$ 5.94	\$ 0.29
Roll Mar	\$ 0.14	\$ 6.23	\$ 6.08	\$ 0.43
	Price OBJ			
	\$ 6.25	New HTA	Cash \$	
Harvest	\$ -	\$ 6.25	\$ 5.95	
Roll Dec	\$ 0.14	\$ 6.39	\$ 6.24	
Roll Mar	\$ 0.14	\$ 6.53	\$ 6.38	
	Price OBJ			
	\$ 6.50	New HTA	Cash \$	
Harvest	\$ -	\$ 6.50	\$ 6.20	
Roll Dec	\$ 0.14	\$ 6.64	\$ 6.49	
Roll Mar	\$ 0.14	\$ 6.78	\$ 6.63	
	Price OBJ			
	\$ 6.65	New HTA	Cash \$	
Harvest	\$ -	\$ 6.65	\$ 6.35	
Roll Dec	\$ 0.14	\$ 6.79	\$ 6.64	
Roll Mar	\$ 0.14	\$ 6.93	\$ 6.78	

PREHARVEST SALES

	Acres	Preharvest Sales	Sales to Date	Bushels to Left to Presell	Percent Sold	Average Futures Price	Average Cash Price	Total Preharvest Sales
Corn	650	88400	20000	68400	18%	\$ 4.04	\$ 3.74	\$ 74,800.00
Soybeans	610	21472	0	21472	0%	#DIV/0!	#DIV/0!	\$ -
Wheat	307	20000	20000	-3883	93%	\$ 6.73	\$ 6.83	\$ 136,500.00
Food Grade	0	0	0	0	0%	\$ -	\$ -	\$ -
Sugar Beets	0	0	0	0	0%	\$ -	\$ -	\$ -
Totals	1567							\$ 211,300.00

POST HARVEST SALES SUMMARY

	Acres	Bushels to Sell	Total Bushels to Produce	Harvest Percent	Projecte d Price	Postharvest Sales	BU/A SOLD	BEP For Post Harvest
Corn	650	90500	110500	82%	\$ 3.67	\$ 332,135.00	30.77	\$ 3.45
Soybeans	610	26840	26840	100%	\$ 8.58	\$ 230,287.20	0.00	\$ 9.24
Wheat	307	1490	21490	7%	\$ 5.96	\$ 8,880.40	65.15	\$ (2.90)
Food Grade	0	0	0	0%	\$ 11.50	\$ -	0.00	\$ -
Sugar Beets	0	0	0	0%	\$ 45.00	\$ -	0.00	\$ -
Totals	1567					\$ 571,302.60		

ROI 2%

Net Farm Income Ratio 2%

Projected Expense	Corn	\$ 387,388.06
Projected Expense	Soybeans	\$ 247,993.23
Projected Expense	Wheat	\$ 132,177.71
Projected Expense	Food Grade	\$ -
Projected Expense	Sugar Beets	\$ -
Total Project Farm Expense		\$ 767,559.00

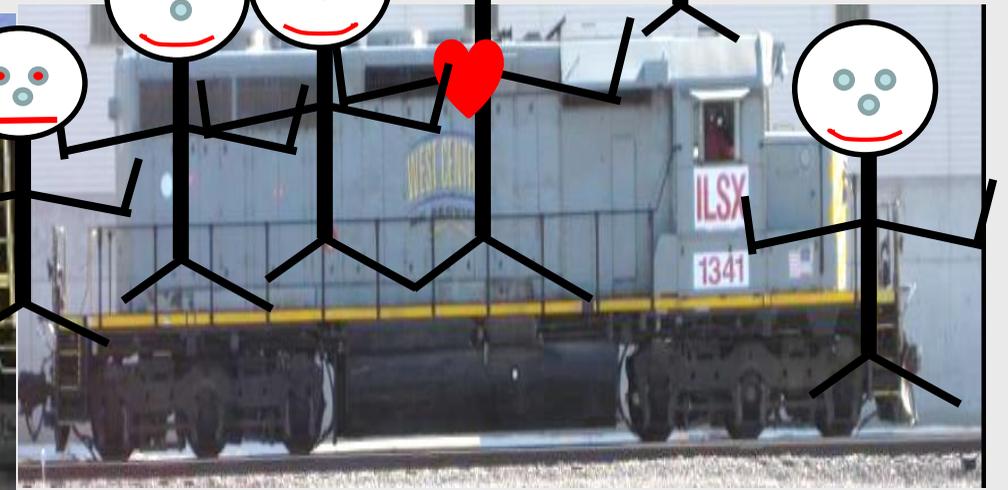
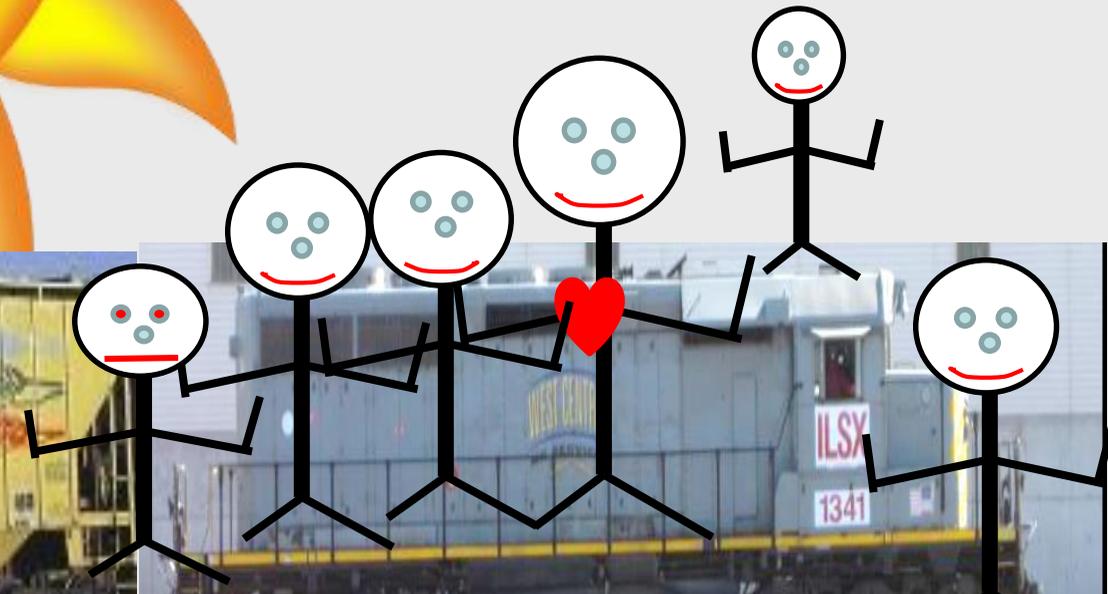
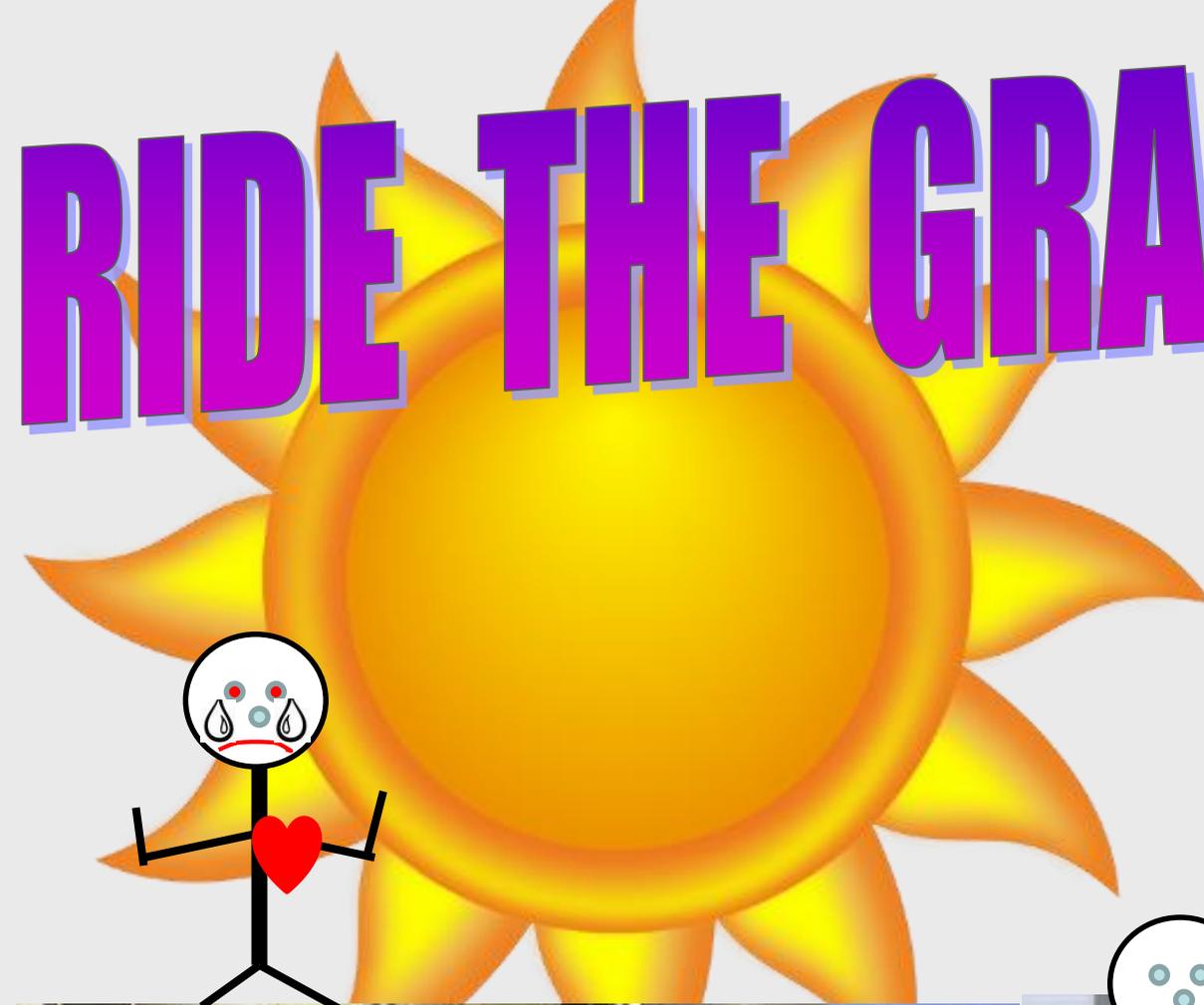
Total Sales	\$ 782,602.60
Return/Acre	\$ 9.60

Net Return \$ 15,043.60



"If we're being honest, it was your decision to follow my recommendations that cost you money."

RIDE THE GRAIN TRAIN



What can Crop Advisor do for marketing?

- Encourage farmers to sell
- Help make sound economical decision on producing the crop
- Try optimize yield on every acre