

# Weekly Soybean Market Updates – Video Series

## Public Value Statement

*The goal of this video series was to help soybean farmers better understand the impacts of the rapidly changing trade war between the United States and China on crop markets. A better understanding of crop market dynamics can lead to more informed marketing decisions and increased farm profitability. Financially strong farm operations increase North Dakota's economic base and enhances the viability of the state's communities.*

## The Situation

The trade war between the United States and China has dramatically increased crop market uncertainty and price volatility. There are very few historical reference points that could provide insights on how crop markets respond to significant trade disruptions. In addition, the current economic and political conditions are substantially different than previous trade disputes. North Dakota farm managers are looking for unbiased analysis of the trade dispute, impacts on crop markets and implications for their marketing plans.

## Extension Response

NDSU Extension, with support from the North Dakota Soybean Council (NDSBC), prepared 19 weekly soybean market updates that were released as an online video series. Each video provided an update on current trade negotiations and shifting soybean market conditions. The videos were posted on the NDSU Extension Alerts page under Soybean Marketing and Storage. The NDSBC distributed a link to the NDSU Alerts page via weekly emails to farmers on their notification list. The series ran from October 25, 2018, through April 19, 2019.

## Impacts

Online viewing statistics indicate 2,734 views, totaling 212 hours of viewing time in 2019, and 2,487 views, totaling 232 hours of viewing time in 2018.

A voluntary online survey was sent to video series participants to provide feedback on the value of the series. Seventy-one percent of the respondents said the videos provide good background information that helped them understand the changes that were occurring. Forty-one percent said they watched the videos every week or most weeks. Forty-two percent said they discussed the information in the videos

with others, like friends or neighbors. Twenty-nine percent said they had changed their marketing plans based upon the information provided in the video series.

## Feedback

"You have done a very good job of explaining exports in million metric tons, which countries are buying, basis levels and trends compared to previous years, etc. Keep up the great unbiased factual work."

## Primary Contact

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## Collaborators

Dr. Ken Hellevang, NDSU Extension Agricultural Engineer, provided additional video recordings discussing proper grain storage procedures.

## Non-Extension Collaborators

North Dakota Soybean Council provided financial support for preparing the video recordings and emailed notices, with a link to the NDSU Extension Alerts page, to their members via email listserv and social media.

## Resource Links

The Soybean Marketing and Storage Extension Alerts can be found at  
<https://www.ag.ndsu.edu/alerts/soybean-storage>.