

Marketing

TOOL

AgVision

Complementing
Production

Crop Production

- Necessitates Using and Applying a
- variety of **tools** to increase the **Profit**
- In the current fluctuation of Farm Prices
- Consider production an investment

Supply & Demand Fundamentals

- 1. Acres planted and Harvested
- 2. Weather
- 3. Size of the foreign crop
- 4. Exports
- 5. Domestic Demand
- 6. Value of the US Dollar

USDA October Production

2004

Corn 11.69 billion Bushels

Soybeans 3.107 billion
Bushels

Knowledge in this area

- Shows how price is determined
- Gives a view on the direction of prices
- After analysis prices must be converted to Local prices

When Price is determined

- One must determine the time to market
- Studying the history of markets
- Brings a clear picture of when prices are likely to be higher

Technical Analysis

- Bar Charts
- Support Resistance
- Trend Reversals
- Measuring Gaps
- Open Interest
- Volume
- Gann
- Gann Wheel

Charts

December 2004 Corn



After Price and Time

- Crops need to be sold
- How can they be sold with low harvest prices
- Using marketing tools available
and
- Agvision Mechanical Value Marketing
price 100-120% of production

Market Methods

- 1. Options
- 2. Hedge
- 3. Forward contract price now
- 4. Forward contract price later
- 5. Cash

Options

- Puts
- Calls
- Determining Value
- Determining Strike Price

Marketing

- How to determine the investment amount
- How to determine the cost and benefit of the investment
- All training by video and sound with examples

AgVision

- Protect your Production Investment
- Marketing tools for your Future
- Put the Marketing **AgVISION CALENDAR ON YOUR DESK**