

2015

Review crop marketing fundamentals in new video series

Chad Hart

Iowa State University, chart@iastate.edu

Steven D. Johnson

Iowa State University, sdjohns@iastate.edu

Follow this and additional works at: <http://lib.dr.iastate.edu/agdm>



Part of the [Agribusiness Commons](#)

Recommended Citation

Hart, Chad and Johnson, Steven D. (2015) "Review crop marketing fundamentals in new video series," *Ag Decision Maker Newsletter*: Vol. 19 : Iss. 7 , Article 4.

Available at: <http://lib.dr.iastate.edu/agdm/vol19/iss7/4>

This Article is brought to you for free and open access by the Ag Decision Maker at Iowa State University Digital Repository. It has been accepted for inclusion in Ag Decision Maker Newsletter by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.



Review crop marketing fundamentals in new video series

By Chad Hart, extension economist, 515-294-9111, chart@iastate.edu and Steven D. Johnson, PhD, farm management specialist, 515-957-5790, sdjohns@iastate.edu

A series of educational videos addressing various components of grain marketing fundamentals was recently created. These videos feature faculty and staff from Iowa State University Extension and Outreach. Links for the videos and other marketing resources can be found on the [Markets](#) page of the Ag Decision Maker website.

- 1) **Introduction to Crop Marketing** - An overview of corn and soybean marketing including the four basic marketing tools: cash sales, forward contracts, futures and options.
- 2) **ISU Crop Marketing Information**- Resources from Iowa State University.
- 3) **Basis, Futures Carry and the Cost of Storage** - Learn about crop basis, futures carry and the cost of grain storage.
- 4) **Market Fundamentals (Supply/Demand)** - Examine the balance between crop supplies and crop demands that determine both futures and cash prices.

- 5) **Technical Chart Signals** - Examine chart signals on futures charts.
- 6) **Seasonal Price Trends** - Review corn and soybean price patterns that repeat themselves with some degree of accuracy year after year in crop markets.
- 7) **Crop Marketing Strategies** - Learn to use a crop marketing matrix based on your expectation for futures prices and basis to determine appropriate strategies and tools.
- 8) **Marketing Tools: Futures** - Review the role of futures contracts traded on the Chicago Board of Trade (CBOT) farmers can use to reduce crop price risk by hedging.
- 9) **Marketing Tools: Options** - Understand the basics of both put and call options used for managing futures price risk.
- 10) **Developing a Crop Marketing Plan** - Learn how to put together a proactive strategy to price your crop.

Updates, continued from page 1

Internet Updates

The following Information Files and Decision Tools have been updated on www.extension.iastate.edu/agdm.

Price Loss Coverage (PLC) Payment Calculator – A1-32 (Decision Tool)

ARC-CO Payment Calculator for 2014/15 – A1-32 (Decision Tool)

ARC-CO Payment Calculator for 2015/16 – A1-32 (Decision Tool)

Do I Need a Written Lease? – C2-03 (2 pages)

Computing a Livestock Building Cash Rental Rate – C2-26 (3 pages)

Creating a Flexible Swine Building Rental Agreement – C2-27 (2 pages)

Crop-Share Lease Analysis – C2-30 (Decision Tool)

Current Profitability

The following tools have been updated on www.extension.iastate.edu/agdm/info/outlook.html.

Corn Profitability – A1-85

Season Average Price Calculator – A2-15

Soybean Profitability – A1-86

Ethanol Profitability – D1-10

Iowa Cash Corn and Soybean Prices – A2-11

Biodiesel Profitability – D1-15

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of September 8 and December 30, 1914, in cooperation with the U.S. Department of Agriculture. Cathann A. Kress, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

Permission to copy

Permission is given to reprint ISU Extension and Outreach materials contained in this publication via copy machine or other copy technology, so long as the source (Ag Decision Maker Iowa State University Extension and Outreach) is clearly identifiable and the appropriate author is properly credited.