

# MARKETING STRATEGY

**The Insight program prices futures for 100% of enrolled bushels by the end of the pricing period.**

Our carefully selected experts will alert you by phone, voice blast and/or email when they make a sale and explain the fundamental and/or technical reasons behind their decisions. The Insight program allows producers to diversify the way they manage price risk.

## Strategic Planning

With today's volatile markets, it can be hard to make a decision. Use the Insight program to diversify your pricing risk and have professional analysts price a percentage of your grain.

## HOW IT WORKS...

1

### DECIDE

Decide how many bushels to enroll in the program. Consider selling in small percentages up to 30% of your APH by enrolling bushels into the Insight program.

2

### SELECT

AgriVisor • Doane • ProFarmer • Roach Ag.  
Select one, two, three or all four teams of experienced analysts to price your grain.

3

### SIGN

Sign addendum and cash grain contract with your elevator.

4

### DELIVER

Deliver bushels to your elevator after the pricing period is over.

Rushville (217) 322-3306

Adair (309) 653-2650

Camden (217) 667-2111

Fairview (309) 778-2216

Havana (309) 543-0060

Mt. Sterling (217) 773-3911

Virginia (217) 452-3936

Bluff Springs (217) 323-2815



## PRICING PERIOD(S)

Signup: Now thru December 31, 2018

### 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

*\*Less applicable basis (relative to participating elevator's local policy).*

Arenzville (217) 997-5538

Atterberry (217) 632-7307

[www.westerngrainmarketing.com](http://www.westerngrainmarketing.com)

# 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.



Professional Farmers of America (PFA) is one of agriculture's highest-profile organizations, recognized as a thought leader and top adviser 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.



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.



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, Iowa, before moving its headquarters to Boca Raton, Florida. 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.