

FEBRUARY 2025

HARTMANN FARMS

NEWSLETTER



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ProfitTalk

Simple perspective on disciplined grain marketing for producers

presented by



White Commercial™
CORPORATION

Explore. Grow. Thrive. Together.

“THE MAIN THING IS TO KEEP THE MAIN THING THE MAIN THING!”

In 1989, Stephen Covey wrote The 7 Habits of Highly Effective People which has sold more than 20 million copies worldwide. In a nutshell, it describes what successful people do to be successful. It includes advice for keeping your focus on what is important. Raising the crop is important, and so is selling it – the latter is where many struggle. Call it what you want: “FOMO” (Fear of Missing Out), panic, fear of being wrong, or just call it human nature. All of these are natural distractions that are amplified in an environment where prices can and do change often. Making the marketing of the crop “The Main Thing” will have lasting benefits. With apologies to Mr. Covey, I’m going to tweak his tips to fit grain marketing.

#1 | Narrow Your Focus: Avoid trying to think about too many “what ifs.” Focus on making profitable sales when opportunities are there. Sell some; if it goes up sell some more.

#2 | Schedule Your Priorities: Schedule your priorities, don’t prioritize your schedule. In other words, sell when you can get a price that works for you no matter when that is. DO NOT wait until you need the money to make a sale; because when you need money, most likely, everyone else does too.

#3 | Say NO: Have the courage to ignore the distractions. Trying to determine what prices might do is an endless chase with no end. So many things might happen, could happen, and will happen that may or may not affect the price. Focus instead on what the price will do for you - will it work, and if not, what price will work? Then be ready to sell when that price is available.

#4 | Hold Yourself Accountable: Give yourself permission to be wrong. By doing so, you are also giving yourself permission to make some good decisions in spite of the fact that it might be “wrong.” If you make a profitable sale and the price goes up, that is okay. Now you have an even better opportunity than the one before.

If you have read this publication over the years, you hear about how successful marketers do things. Turning the page and getting back on track with your marketing isn’t easy, but making a commitment to “Keeping the Main Thing the Main Thing” will help you in your marketing. How you respond to the emotions related to marketing crops is the key to success. Make a decision based on what you know. Feel good about the decision you make and then move on to the next selling opportunity. Don’t worry about what you should have done, look for the next better chance. In summary, a good sale is always a good sale...next.

IMPORTANT NOTICE

HARTMANN FARMS, LLC PARTICIPATES IN WISCONSIN’S AGRICULTURAL PRODUCER SECURITY PROGRAM. IF WE FAIL TO RETURN YOUR GRAIN ON DEMAND, YOU MAY FILE A CLAIM UNDER THIS PROGRAM. THE PROGRAM MAY REIMBURSE YOU FOR THE LOSS OF UP TO \$100,000 WORTH OF GRAIN. FOR MORE INFORMATION, YOU MAY CONTACT THE WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION, 2811 AGRICULTURE DR., P O BOX 8911, MADISON, WI 53708-8911, PHONE (608) 224-4998.

SECTION ATP 99.26(2)(A) OF THE WISCONSIN ADMINISTRATIVE CODE – GRAIN WAREHOUSE KEEPER DISCLOSURE TO PRODUCERS. HARTMANN FARMS, LLC PARTICIPATES IN WISCONSIN’S AGRICULTURAL PRODUCER SECURITY PROGRAM. IF WE FAIL TO PAY YOU FOR GRAIN WHEN PAYMENT IS DUE, YOU MAY FILE A CLAIM UNDER THIS PROGRAM. THE PROGRAM MAY REIMBURSE UP TO 80% OF THE FIRST \$60,000 OF YOUR ALLOWED CLAIM, AND UP TO 75% OF ANY ADDITIONAL AMOUNT.

FOR MORE INFORMATION, YOU MAY CONTACT THE WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION, 2811 AGRICULTURE DR., P O BOX 8911, MADISON, WI 53708-8911, PHONE (608) 224-4998.

SECTION ATP 99.14(2)(A) OF THE WISCONSIN ADMINISTRATIVE CODE – GRAIN DEALER DISCLOSURE TO PRODUCERS AND PRODUCER AGENTS

REMINDERS

CUSTOMER MEETING

We hope to see you at our annual customer appreciation meeting February 19th at 5pm. Please join us at the Dorf Haus in Roxbury for our yearly recap, market insights, and good food. Please RSVP to the office by February 10th. (608) 592-3764 if you are able to attend.

CROP CORNER

THE BASICS OF AGRONOMY

WHY REDUCING KEY PRACTICES IS NOT A SMART MOVE 1/2

When evaluating areas to cut back in a crop budget, it can be tempting to trim expenses on essential agronomic practices such as soil pH levels, nutrient management and hybrid/variety selection. However, overlooking these core aspects can have significant long-term effects on crop health and overall productivity.

Soil pH is a critical factor that can directly influence nutrient availability. A pH that is either too low or too high can reduce the availability of vital nutrients like phosphorus, potassium, and micronutrients. Regular soil testing and timely lime applications help maintain an optimal pH, ensuring crops can absorb the nutrients they need for robust growth.

AVERAGE PRICE CONTRACT

Take advantage of getting some pre-harvest marketing completed! The average price contract runs from April-June which is the time of year grain tends to hit highs for harvest pricing. For ten weeks every Wednesday 1/10 of contracted corn will get sold at the closing price. After 10 weeks an average price will be established for Fall 2025 corn. This contract usually performs higher than corn sold at harvest time. Last year's average price ended at \$4.24 when the average price of corn delivered at harvest was \$3.99. The chart below outlines a 15 year average of Dec corn prices through a calendar year relative to harvest prices. Please contact the office if you have interest in signing up to participate in this contract.

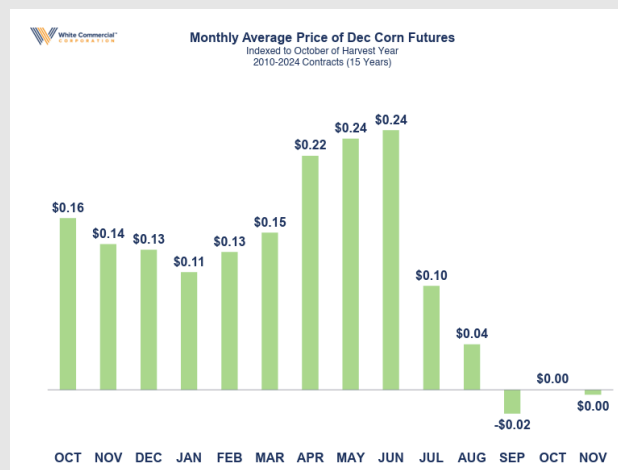


CHART COURTESY OF WHITE COMMERCIAL CORPORATION

WHY REDUCING KEY PRACTICES IS NOT A SMART MOVE 2/2

Nutrient management is equally important. Potassium, phosphorus, and nitrogen are key components in crop development. Potassium regulates water balance and enhances disease resistance. Phosphorus aids in root development and energy transfer, while nitrogen supports strong vegetative growth. Although often overlooked, micronutrients, such as sulfur and zinc, are crucial for protein synthesis, chlorophyll production, and root development. Ensuring these nutrients are applied correctly and at the right times helps optimize yields.

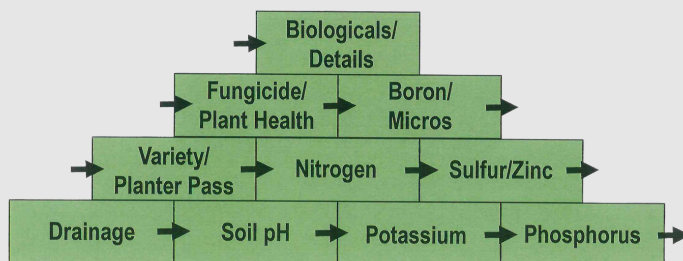
In addition, selecting the right crop varieties and maintaining planting equipment is vital to a successful growing season. Choosing varieties suited to specific soil and climate conditions can significantly boost yields and enhance disease resistance. Moreover, ensuring that planting equipment is well-maintained guarantees uniform seed placement, optimal seed-to-soil contact, and consistent emergence; all essential for maximizing crop productivity.

Understanding your farm's production cost for corn and soybeans is crucial for making informed marketing decisions. By calculating your per-acre costs, you can determine your break-even price, which helps you understand the minimum selling price needed to cover expenses and ensure profitability. Instead of cutting back on essential agronomic practices, a more innovative approach is to use this information to market crops at a price that reflects your cost structure.

By maintaining soil health, managing nutrients effectively, and keeping high planting standards, you can ensure your crops thrive even in uncertain market conditions. Knowing your production costs and setting realistic sales goals allows for more informed financial choices, improving your bottom line. While cutting back on agronomic essentials may seem like a way to save money, it can jeopardize long-term profitability and sustainability.

Re-Thinking 2025 Crop Budgets

The incremental return as you move up the pyramid is less and less, so trim the budget from the top down!



*Complete each layer from left to right, then move up one layer & repeat!

CHART COURTESY OF SCOTT ROWNTREE - PIONEER FIELD AGRONOMIST

CUSTOM WORK

HARTMANN FARMS OFFERS A VARIETY OF CUSTOM FARMING OPTIONS.
FOR INQUIRIES & QUOTES CALL THE OFFICE AT (608) 592-3764