



# The Grain Shark Survival Guide To Marketing

# There Might Be A Quiz!



# Survival Kit



**Know Your Direction**

**Use All The Tools**



**Cover Yourself**

**Cut The Right Deal**



# Chart Basics

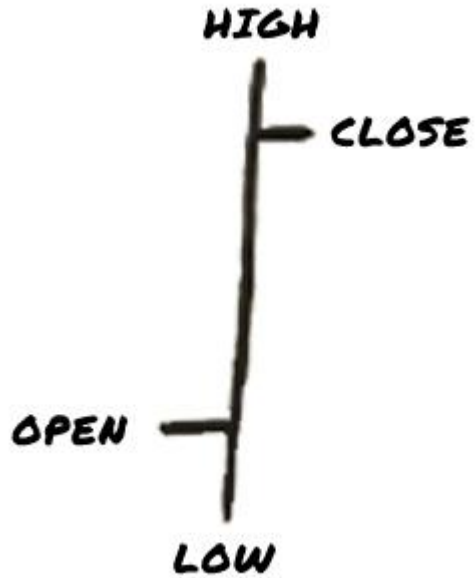
**Futures markets are shown on  
Daily, Weekly & Monthly charts**

**There is always an  
Open, Close, Low & High**

**Bars & Candlesticks are the  
two main types of charts**

**Charts are mainly used to find  
trends, ranges & reversals**

# Bars

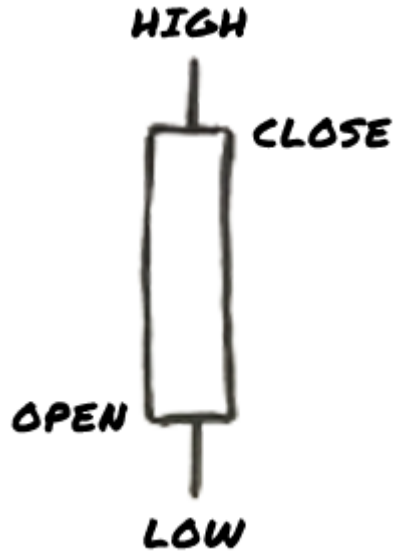


**Good Day**



**Bad Day**

# Candlesticks



Good Day



Bad Day

# Know Your Direction



**Use The Charts To Determine Trends**

# Use The Charts

**Uptrends & Downtrends**

**Ranges**

**Watch For Reversals**



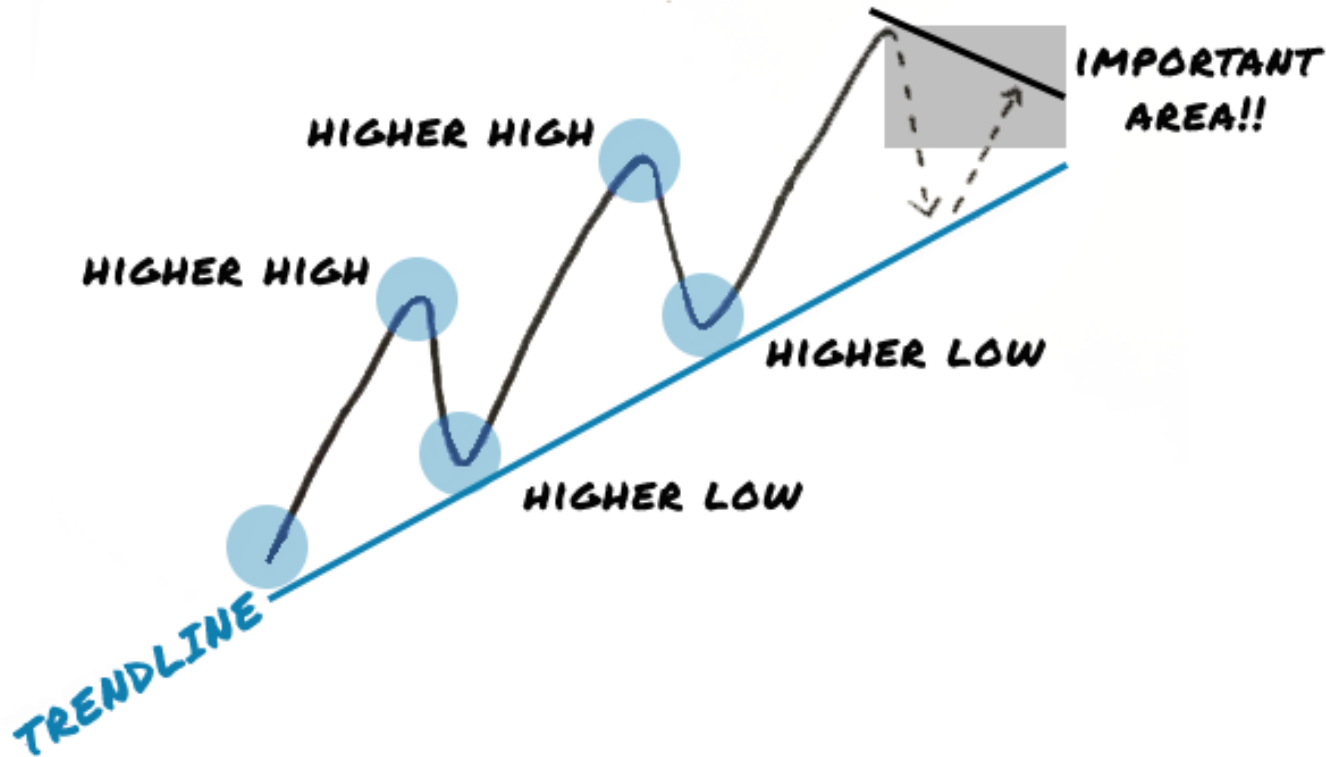
# Uptrend

**Overall direction of market is up!**

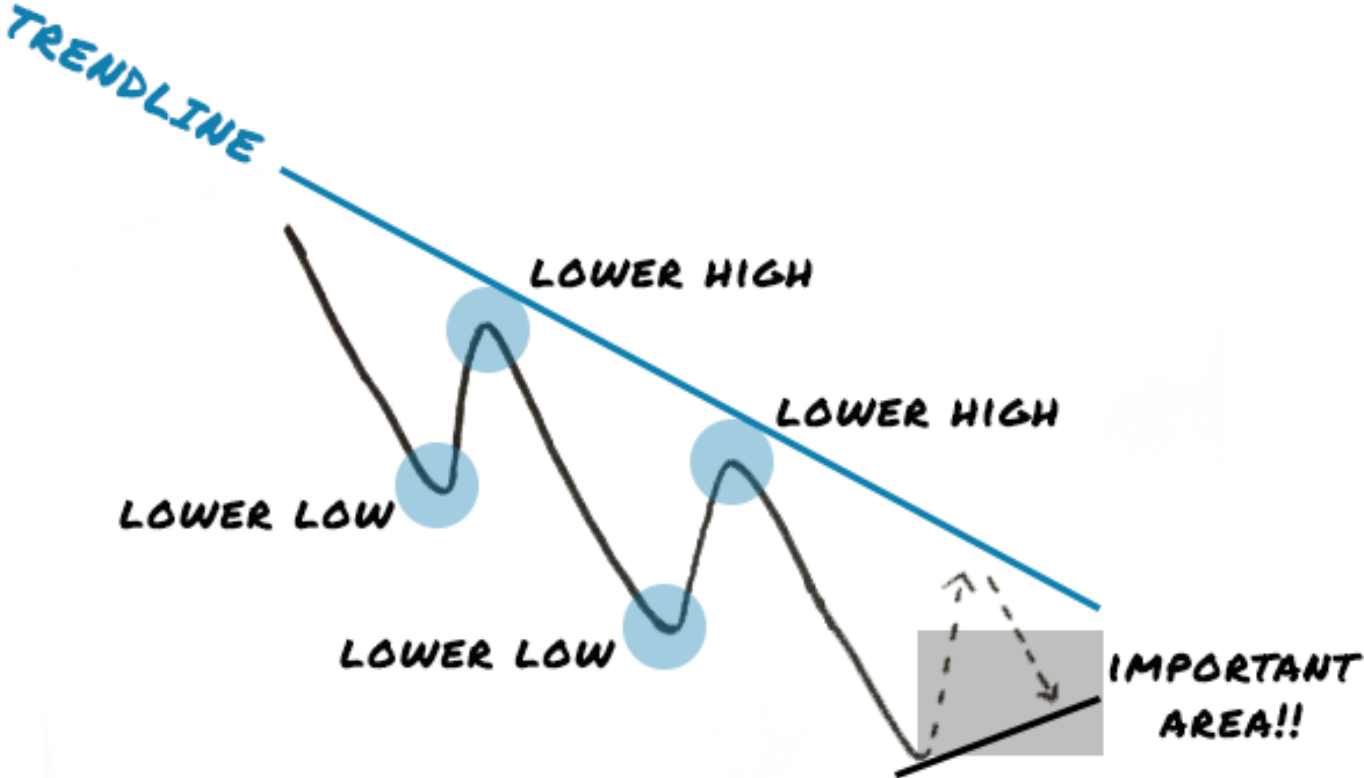
**Visually seen by a series of  
higher highs & higher lows**

**Try to hold off sales until  
you start seeing a change in trend!**

# Uptrend



# Downtrend



# Downtrend



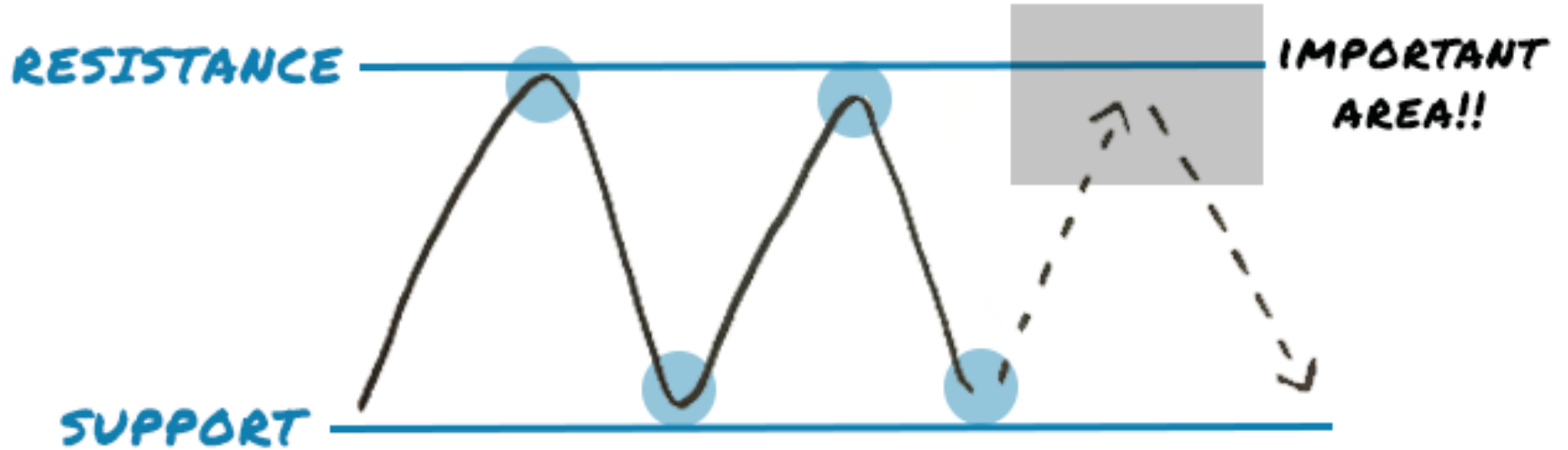
# Ranges

**Overall direction of market is sideways!**

**Visually seen by a series of  
similar highs & lows**

**Use top end of ranges for  
short term sales**

# Ranges



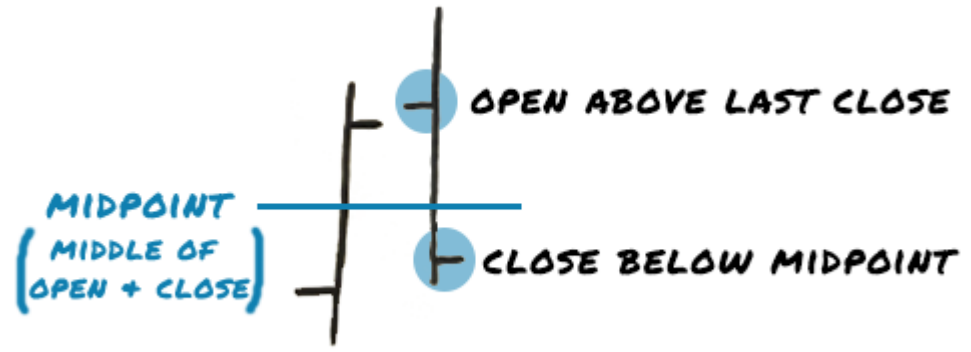
# Reversals

**Indicate market direction is changing!**

**Lots of variations to learn**

**There are a few patterns that show up  
more often than others!**

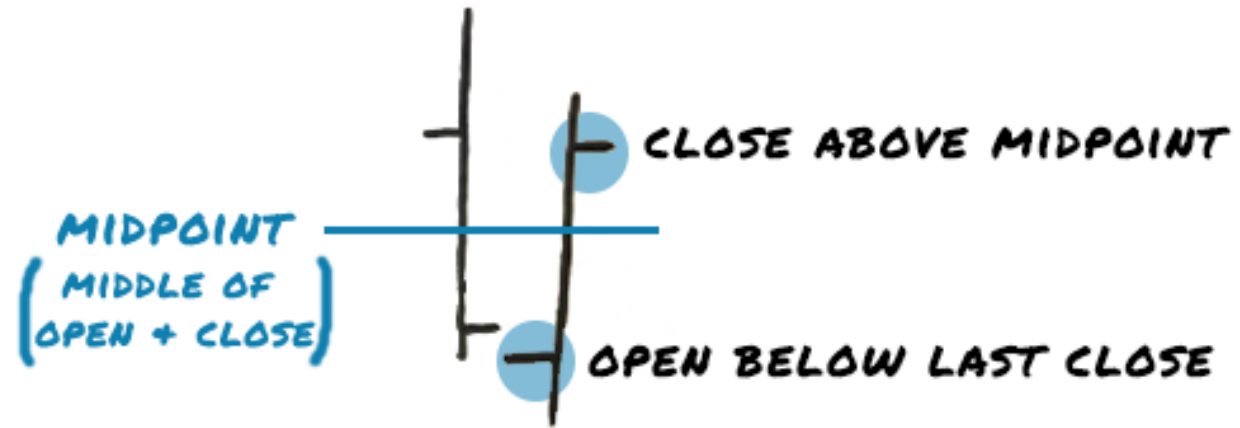
# 2 Day Reversal



**Sell Signal!**

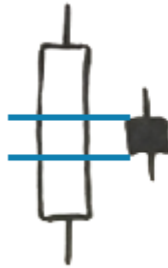


# 2 Day Reversal



**Buy Signal!**

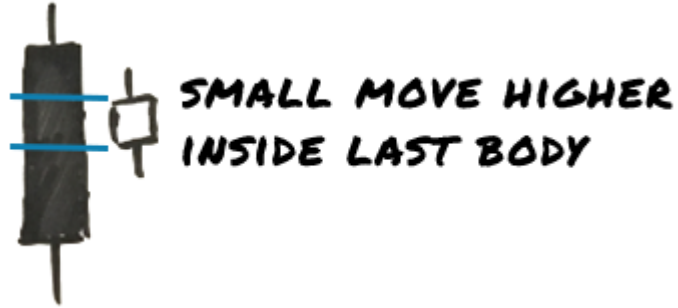
# Harami



*SMALL MOVE LOWER  
INSIDE LAST BODY*

**Sell Signal!**

# Harami



**Buy Signal!**

# Tweezers

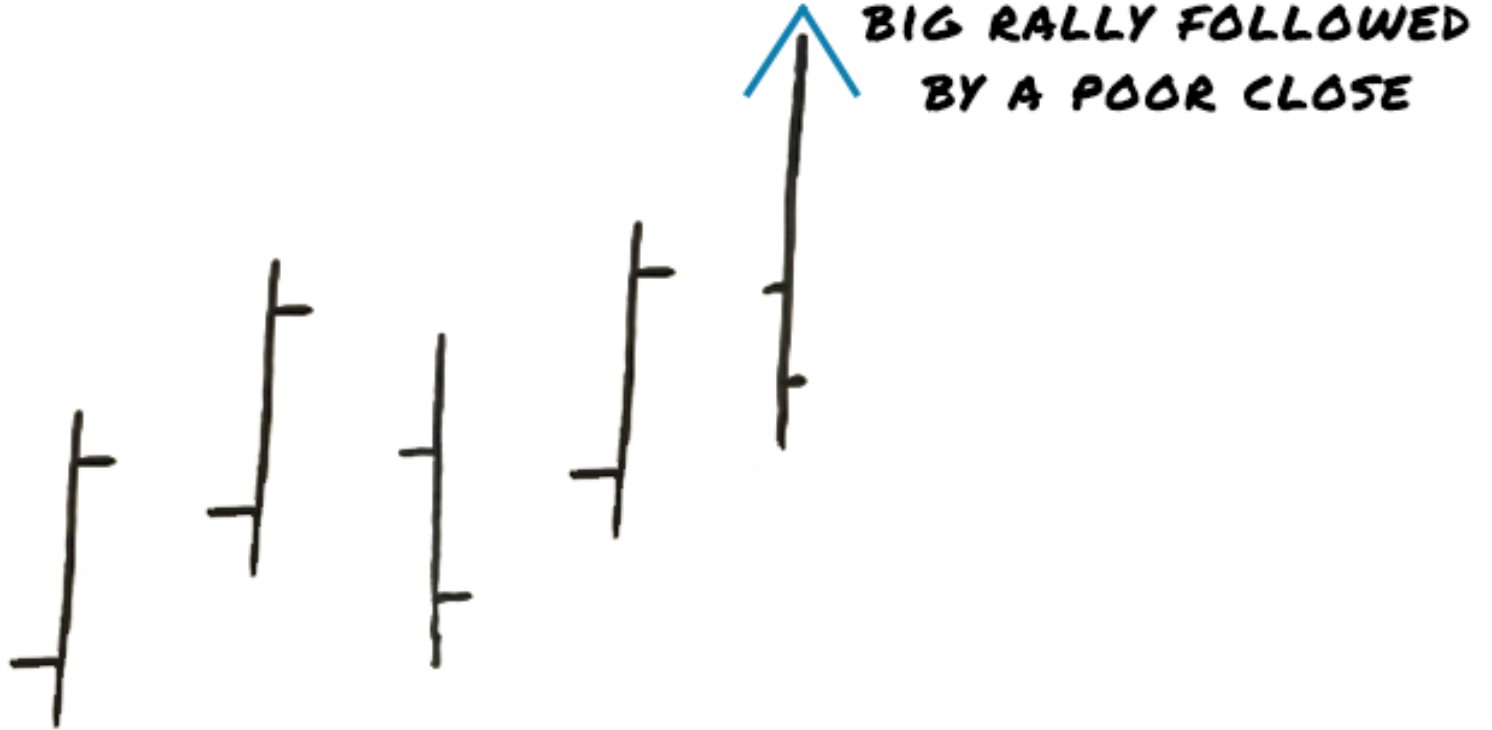


**Sell Signal!**



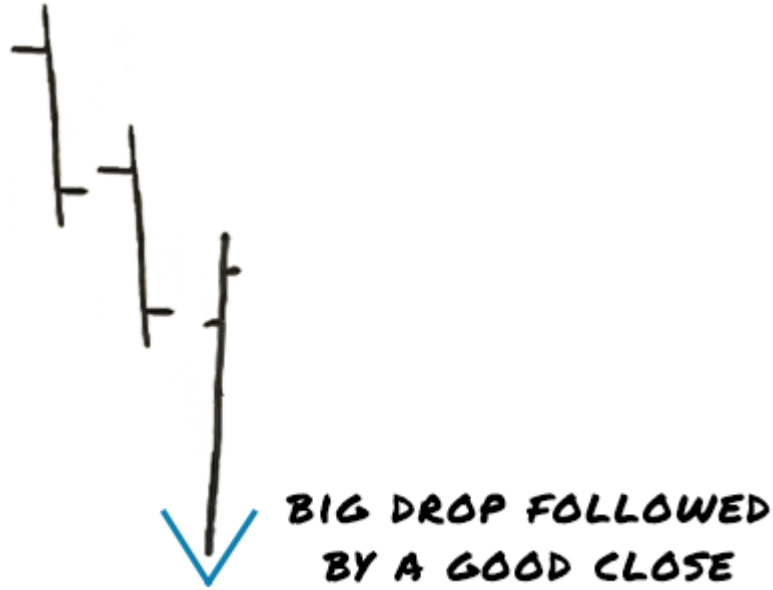
**Buy Signal!**

# V Top



**Sell Signal!**

# V Bottom



**Buy Signal!**

# Know Your Direction



**Use The Charts To Determine Trends**



**Follow The Seasonal Tendencies**

# Seasonal Tendencies

**Track cash, basis & futures daily**

**Create a seasonal index of prices  
then compare to the current year**

**Not a guaranteed result but does  
give some great insight**



# Lots Of Numbers

<i>Date</i>	<b>Average</b>			<b>2015</b>			<b>2016</b>			<b>2017</b>		
	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>
01-Jan	10.26	9.86	-0.40	9.55	9.22	-0.33	10.97	10.50	-0.47	11.44	11.04	-0.40
02-Jan	10.27	9.89	-0.39	9.60	9.27	-0.33	10.95	10.50	-0.45	11.42	10.96	-0.46
05-Jan	10.38	9.95	-0.43	9.73	9.41	-0.32	11.02	10.48	-0.54	11.33	10.86	-0.47
06-Jan	10.32	9.95	-0.37	9.78	9.46	-0.32	10.85	10.44	-0.41	11.32	10.85	-0.47
08-Jan	10.41	10.04	-0.37	9.92	9.60	-0.32	10.90	10.48	-0.42	11.27	10.81	-0.46
09-Jan	10.35	9.97	-0.39	9.85	9.53	-0.32	10.85	10.40	-0.45	11.36	10.90	-0.46
12-Jan	10.36	9.97	-0.39	9.76	9.44	-0.32	10.95	10.50	-0.45	11.55	11.10	-0.45
14-Jan	10.37	9.98	-0.39	9.72	9.40	-0.32	11.01	10.56	-0.45	11.70	11.23	-0.47
15-Jan	10.40	9.93	-0.47	9.64	9.32	-0.32	11.16	10.54	-0.62	11.76	11.32	-0.44
17-Jan	10.43	9.96	-0.47	9.64	9.32	-0.32	11.21	10.60	-0.61	11.88	11.42	-0.46
19-Jan	10.45	9.98	-0.47	9.65	9.33	-0.32	11.25	10.63	-0.62	11.85	11.41	-0.44
21-Jan	10.52	10.06	-0.46	9.85	9.53	-0.32	11.18	10.58	-0.60	11.75	11.31	-0.44
22-Jan	10.52	10.06	-0.46	9.89	9.57	-0.32	11.14	10.54	-0.60	11.59	11.15	-0.44
24-Jan	10.50	10.03	-0.48	9.87	9.55	-0.32	11.13	10.50	-0.63	11.61	11.24	-0.37
27-Jan	10.49	10.01	-0.48	9.87	9.55	-0.32	11.12	10.47	-0.65	11.60	11.16	-0.44
28-Jan	10.31	9.82	-0.49	9.71	9.37	-0.34	10.90	10.27	-0.63	11.72	11.28	-0.44

# Make Some History

<i>Date</i>	<b>Average</b>			<b>2015</b>			<b>2016</b>			<b>2017</b>		
	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>
01-Jan	10.26	9.86	-0.40	9.55	9.22	-0.33	10.97	10.50	-0.47	11.44	11.04	-0.40
02-Jan	10.27	9.89	-0.39	9.60	9.27	-0.33	10.95	10.50	-0.45	11.42	10.96	-0.46
05-Jan	10.38	9.95	-0.43	9.73	9.41	-0.32	11.02	10.48	-0.54	11.33	10.86	-0.47
06-Jan	10.32	9.95	-0.37	9.78	9.46	-0.32	10.85	10.44	-0.41	11.32	10.85	-0.47
08-Jan	10.41	10.04	-0.37	9.92	9.60	-0.32	10.90	10.48	-0.42	11.27	10.81	-0.46
09-Jan	10.35	9.97	-0.39	9.85	9.53	-0.32	10.85	10.40	-0.45	11.36	10.90	-0.46
12-Jan	10.36	9.97	-0.39	9.76	9.44	-0.32	10.95	10.50	-0.45	11.55	11.10	-0.45
14-Jan	10.37	9.98	-0.39	9.72	9.40	-0.32	11.01	10.56	-0.45	11.70	11.23	-0.47
15-Jan	10.40	9.93	-0.47	9.64	9.32	-0.32	11.16	10.54	-0.62	11.76	11.32	-0.44
17-Jan	10.43	9.96	-0.47	9.64	9.32	-0.32	11.21	10.60	-0.61	11.88	11.42	-0.46
19-Jan	10.45	9.98	-0.47	9.65	9.33	-0.32	11.25	10.63	-0.62	11.85	11.41	-0.44
21-Jan	10.52	10.06	-0.46	9.85	9.53	-0.32	11.18	10.58	-0.60	11.75	11.31	-0.44
22-Jan	10.52	10.06	-0.46	9.89	9.57	-0.32	11.14	10.54	-0.60	11.59	11.15	-0.44
24-Jan	10.50	10.03	-0.48	9.87	9.55	-0.32	11.13	10.50	-0.63	11.61	11.24	-0.37
27-Jan	10.49	10.01	-0.48	9.87	9.55	-0.32	11.12	10.47	-0.65	11.60	11.16	-0.44
28-Jan	10.31	9.82	-0.49	9.71	9.37	-0.34	10.90	10.27	-0.63	11.72	11.28	-0.44

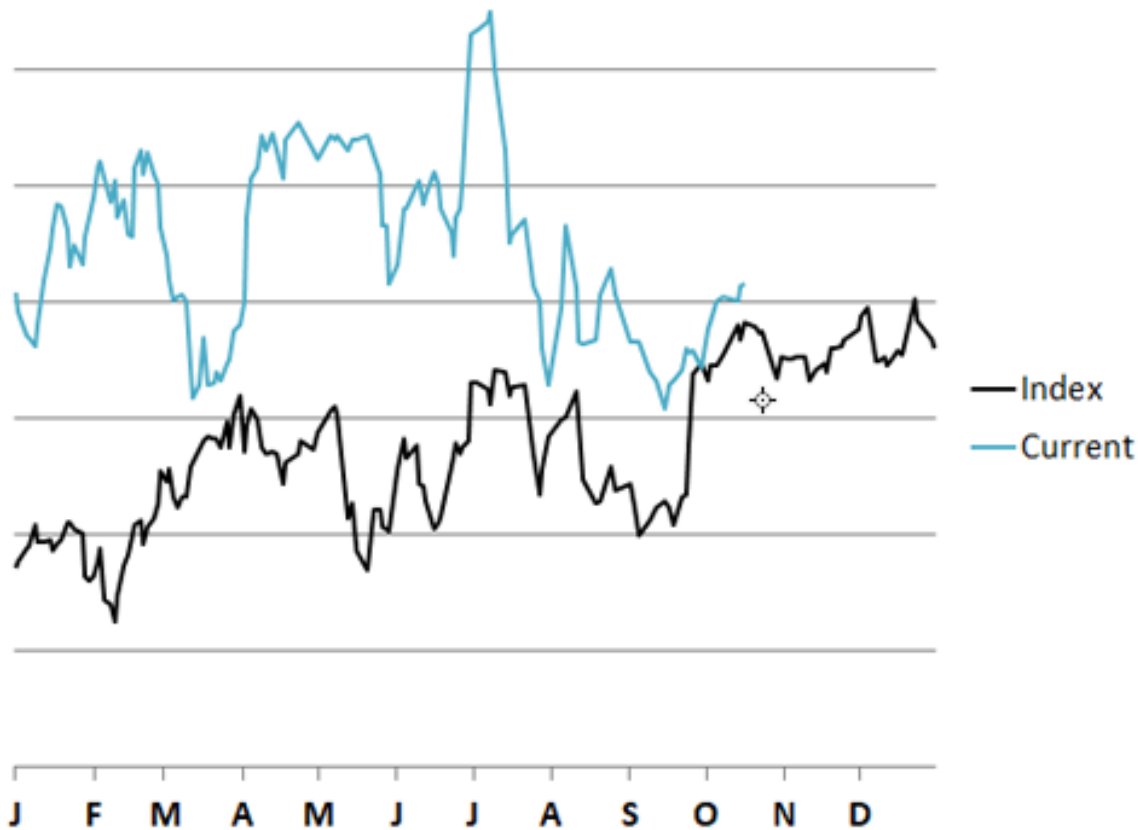
# Build An Average

<i>Date</i>	<b>Average</b>			<b>2015</b>			<b>2016</b>			<b>2017</b>		
	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>
01-Jan	10.26	9.86	-0.40	9.55	9.22	-0.33	10.97	10.50	-0.47	11.44	11.04	-0.40
02-Jan	10.27	9.89	-0.39	9.60	9.27	-0.33	10.95	10.50	-0.45	11.42	10.96	-0.46
05-Jan	10.38	9.95	-0.43	9.73	9.41	-0.32	11.02	10.48	-0.54	11.33	10.86	-0.47
06-Jan	10.32	9.95	-0.37	9.78	9.46	-0.32	10.85	10.44	-0.41	11.32	10.85	-0.47
08-Jan	10.41	10.04	-0.37	9.92	9.60	-0.32	10.90	10.48	-0.42	11.27	10.81	-0.46
09-Jan	10.35	9.97	-0.39	9.85	9.53	-0.32	10.85	10.40	-0.45	11.36	10.90	-0.46
12-Jan	10.36	9.97	-0.39	9.76	9.44	-0.32	10.95	10.50	-0.45	11.55	11.10	-0.45
14-Jan	10.37	9.98	-0.39	9.72	9.40	-0.32	11.01	10.56	-0.45	11.70	11.23	-0.47
15-Jan	10.40	9.93	-0.47	9.64	9.32	-0.32	11.16	10.54	-0.62	11.76	11.32	-0.44
17-Jan	10.43	9.96	-0.47	9.64	9.32	-0.32	11.21	10.60	-0.61	11.88	11.42	-0.46
19-Jan	10.45	9.98	-0.47	9.65	9.33	-0.32	11.25	10.63	-0.62	11.85	11.41	-0.44
21-Jan	10.52	10.06	-0.46	9.85	9.53	-0.32	11.18	10.58	-0.60	11.75	11.31	-0.44
22-Jan	10.52	10.06	-0.46	9.89	9.57	-0.32	11.14	10.54	-0.60	11.59	11.15	-0.44
24-Jan	10.50	10.03	-0.48	9.87	9.55	-0.32	11.13	10.50	-0.63	11.61	11.24	-0.37
27-Jan	10.49	10.01	-0.48	9.87	9.55	-0.32	11.12	10.47	-0.65	11.60	11.16	-0.44
28-Jan	10.31	9.82	-0.49	9.71	9.37	-0.34	10.90	10.27	-0.63	11.72	11.28	-0.44

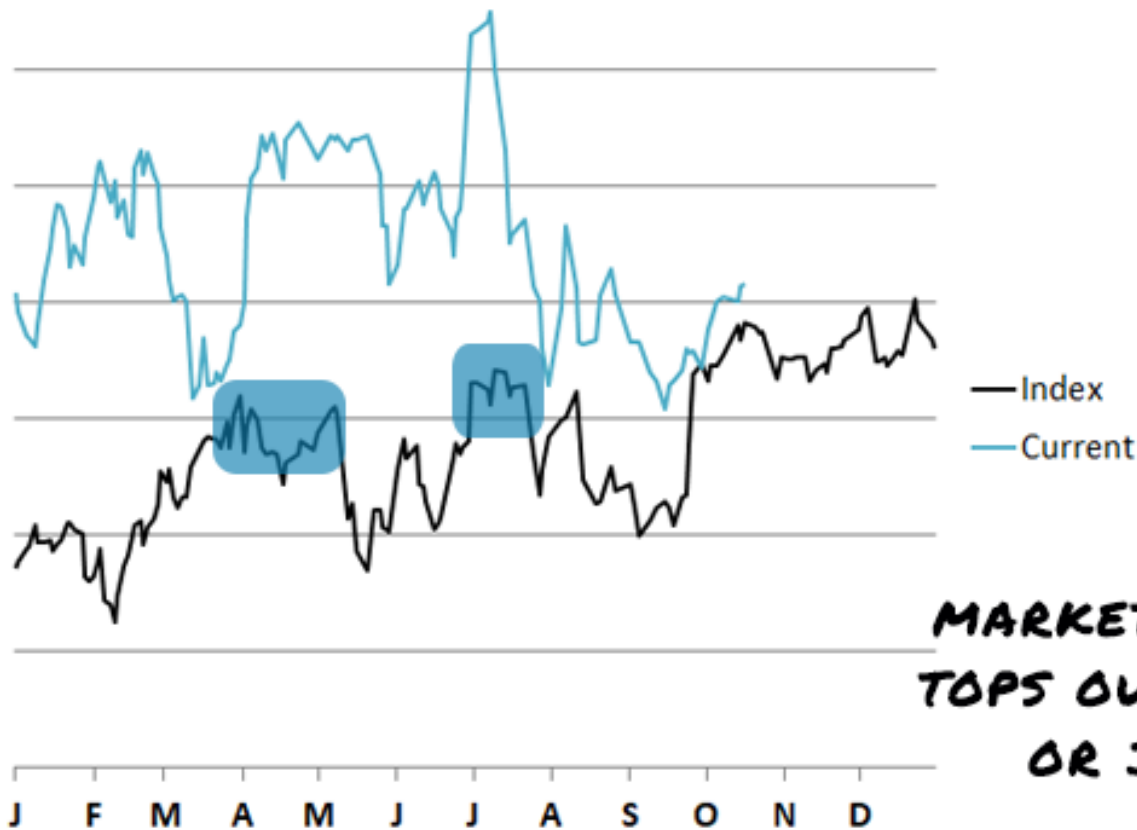
# Compare To Current

<i>Date</i>	Average			2015			2016			2017		
	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>	<i>F</i>	<i>C</i>	<i>B</i>
01-Jan	10.26	9.86	-0.40	9.55	9.22	-0.33	10.97	10.50	-0.47	11.44	11.04	-0.40
02-Jan	10.27	9.89	-0.39	9.60	9.27	-0.33	10.95	10.50	-0.45	11.42	10.96	-0.46
05-Jan	10.38	9.95	-0.43	9.73	9.41	-0.32	11.02	10.48	-0.54	11.33	10.86	-0.47
06-Jan	10.32	9.95	-0.37	9.78	9.46	-0.32	10.85	10.44	-0.41	11.32	10.85	-0.47
08-Jan	10.41	10.04	-0.37	9.92	9.60	-0.32	10.90	10.48	-0.42	11.27	10.81	-0.46
09-Jan	10.35	9.97	-0.39	9.85	9.53	-0.32	10.85	10.40	-0.45	11.36	10.90	-0.46
12-Jan	10.36	9.97	-0.39	9.76	9.44	-0.32	10.95	10.50	-0.45	11.55	11.10	-0.45
14-Jan	10.37	9.98	-0.39	9.72	9.40	-0.32	11.01	10.56	-0.45	11.70	11.23	-0.47
15-Jan	10.40	9.93	-0.47	9.64	9.32	-0.32	11.16	10.54	-0.62	11.76	11.32	-0.44
17-Jan	10.43	9.96	-0.47	9.64	9.32	-0.32	11.21	10.60	-0.61	11.88	11.42	-0.46
19-Jan	10.45	9.98	-0.47	9.65	9.33	-0.32	11.25	10.63	-0.62	11.85	11.41	-0.44
21-Jan	10.52	10.06	-0.46	9.85	9.53	-0.32	11.18	10.58	-0.60	11.75	11.31	-0.44
22-Jan	10.52	10.06	-0.46	9.89	9.57	-0.32	11.14	10.54	-0.60	11.59	11.15	-0.44
24-Jan	10.50	10.03	-0.48	9.87	9.55	-0.32	11.13	10.50	-0.63	11.61	11.24	-0.37
27-Jan	10.49	10.01	-0.48	9.87	9.55	-0.32	11.12	10.47	-0.65	11.60	11.16	-0.44
28-Jan	10.31	9.82	-0.49	9.71	9.37	-0.34	10.90	10.27	-0.63	11.72	11.28	-0.44

# Chart The Data

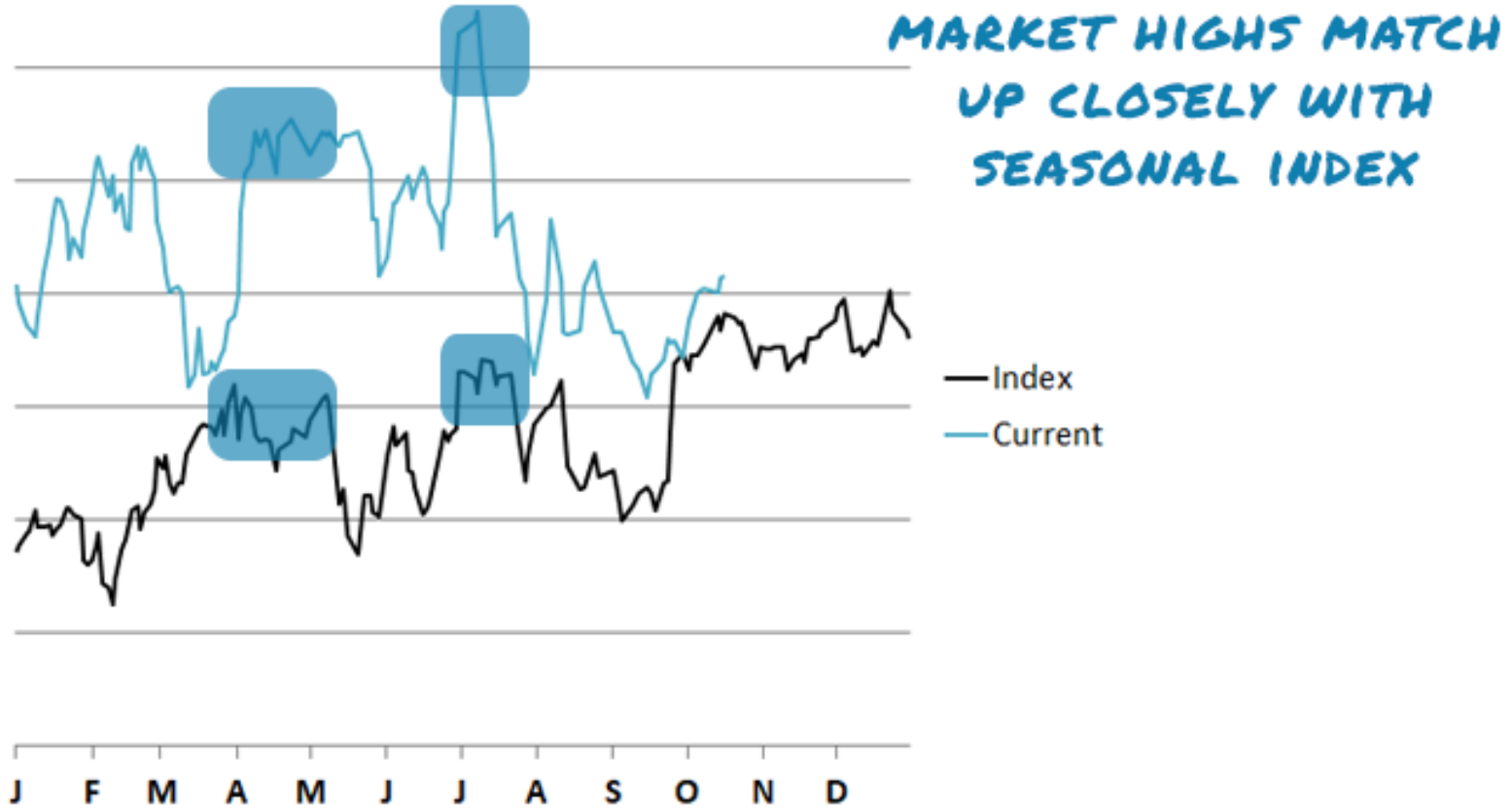


# Find Seasonal Highs

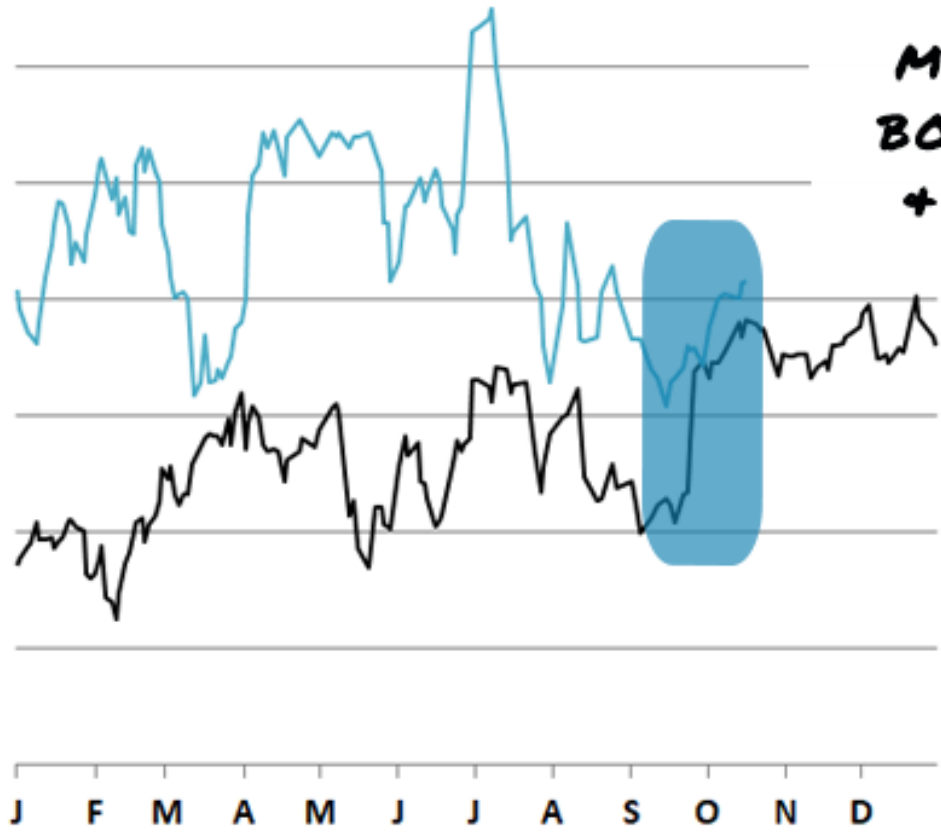


**MARKET SEASONALLY  
TOPS OUT IN APR/MAY  
OR JUNE/JULY**

# Find Seasonal Highs



# Find Seasonal Direction

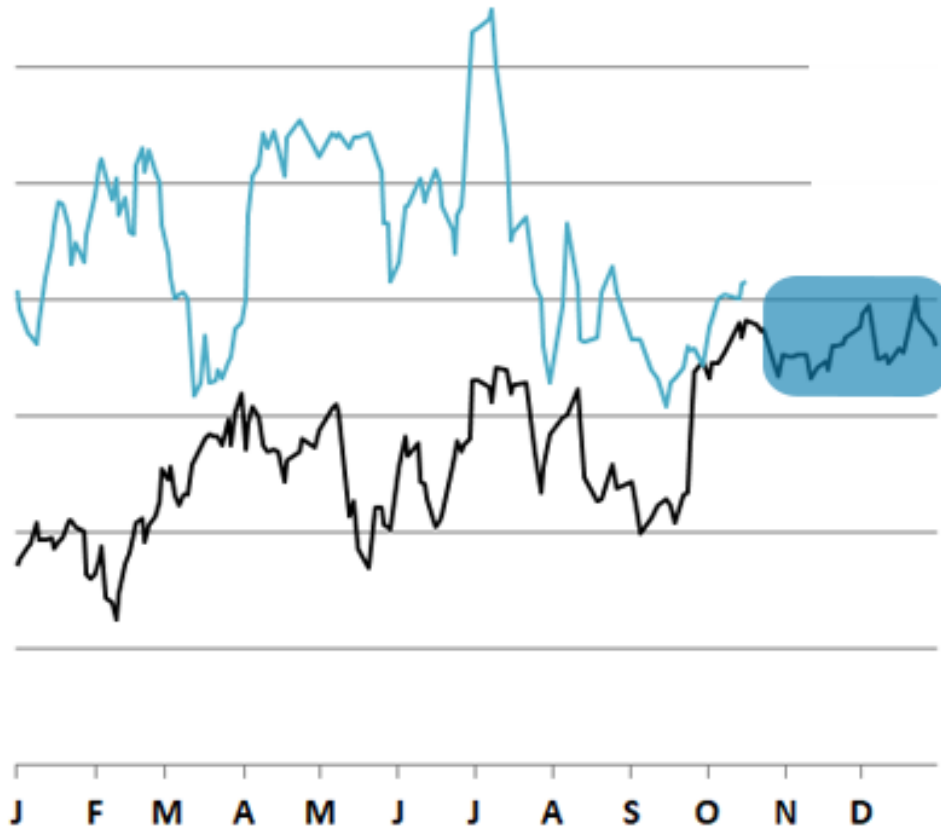


**MARKET SEASONALLY  
BOTTOMS IN SEPT/OCT  
+ RALLIES INTO NOV**

— Index  
— Current



# Find Seasonal Direction



**MARKET TRADES  
SIDEWAYS INTO  
END OF YEAR**

— Index  
— Current

# Know Your Direction



**Use The Charts To Determine Trends**



**Follow The Seasonal Tendencies**



**Other Chart Indicators**

# Other Chart Indicators

**Bollinger bands forecast  
price ranges**

**Stochastics give great  
buy & sell signals**

**Using a combination of both  
gives you a big advantage**

# **Bollinger Bands**

**Lines placed above &  
below a moving average**

**The bands widen when volatility  
increases & they narrow when  
volatility decreases**

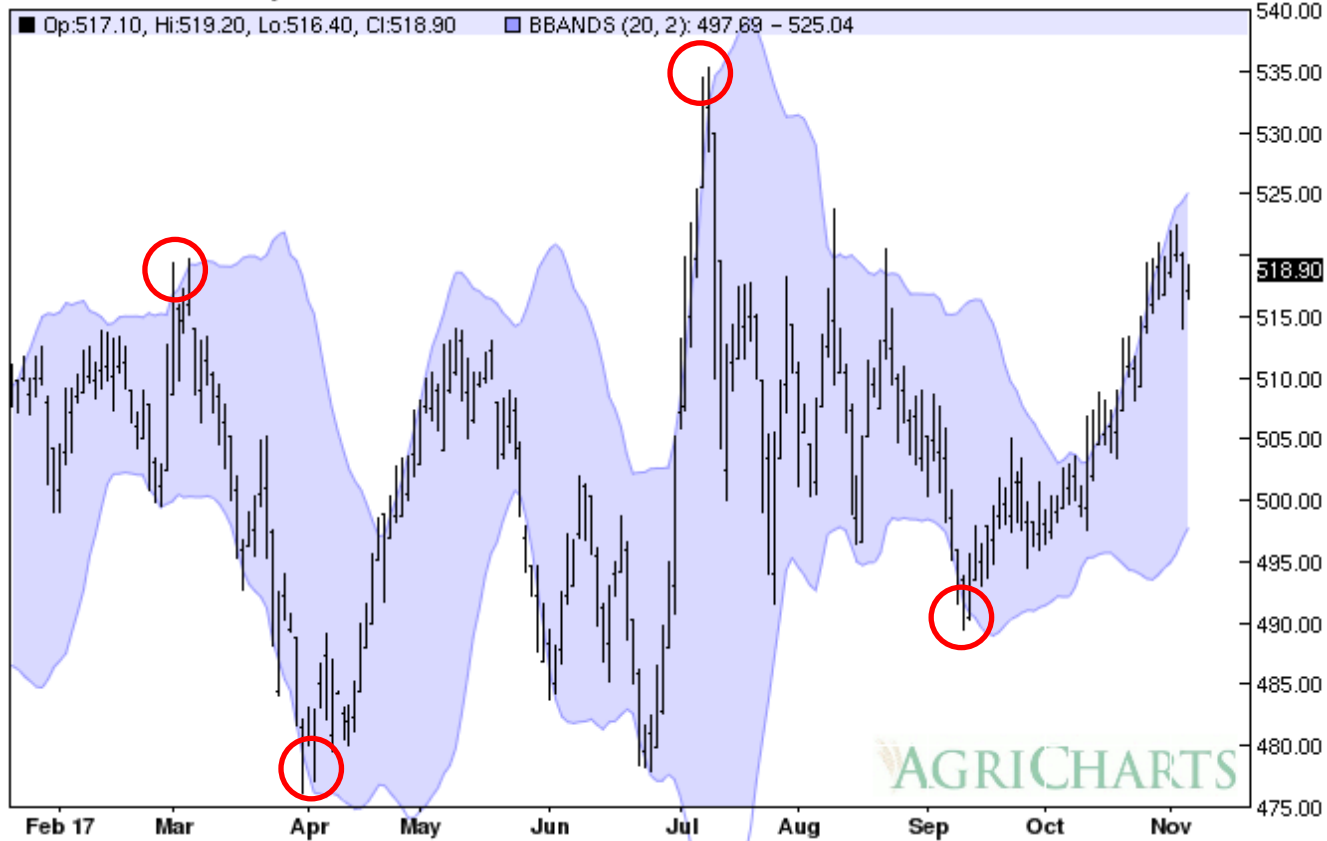
**They give expected trading  
ranges & buy/sell signals**

# Bollinger Bands



# Bollinger Bands

RSF18 - Canola - Daily OHLC Chart



# Stochastics

Measure how overbought  
or oversold a market is

Give great buy and sell signals  
especially for short term moves

Sometimes market can get  
stuck oversold or overbought  
so can't use this indicator on its own

# Stochastics





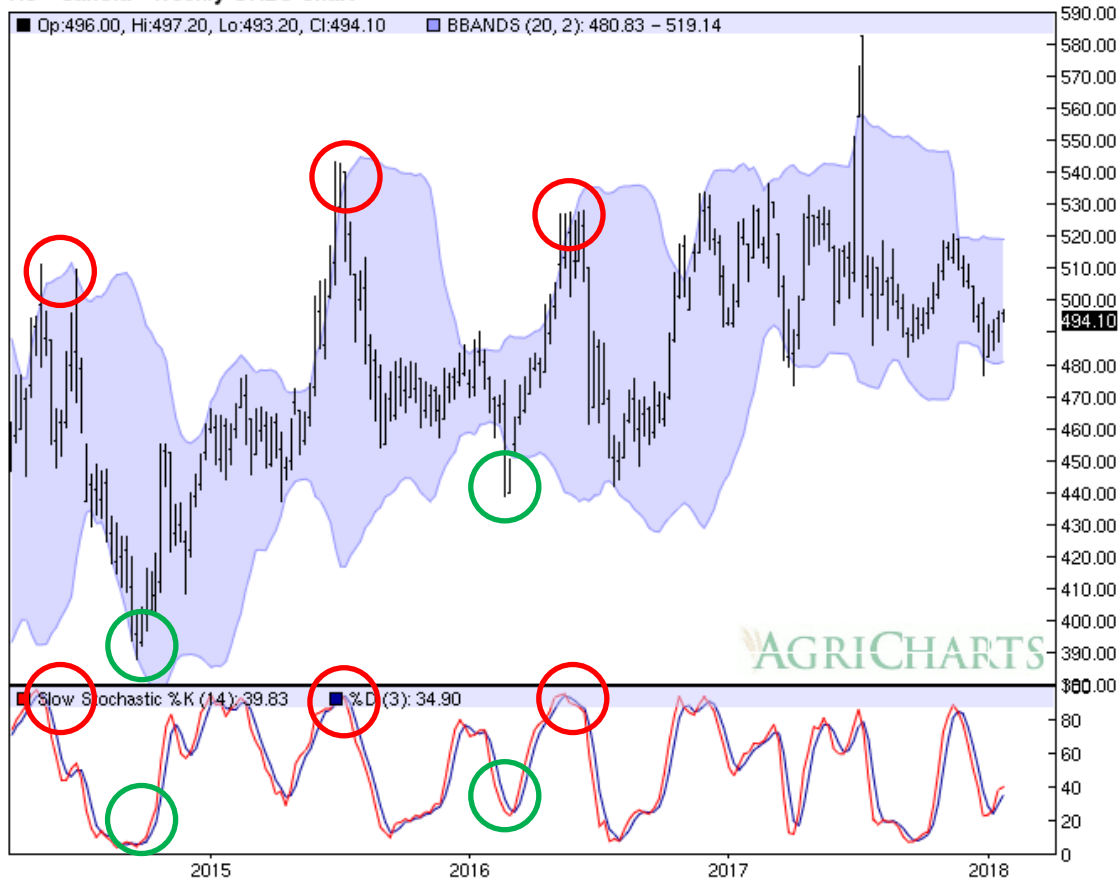
# Stochastics

RS - Canola - Weekly OHLC Chart



# Use Multiple Indicators

RS - Canola - Weekly OHLC Chart



# Chart Analysis



# Canola Analysis

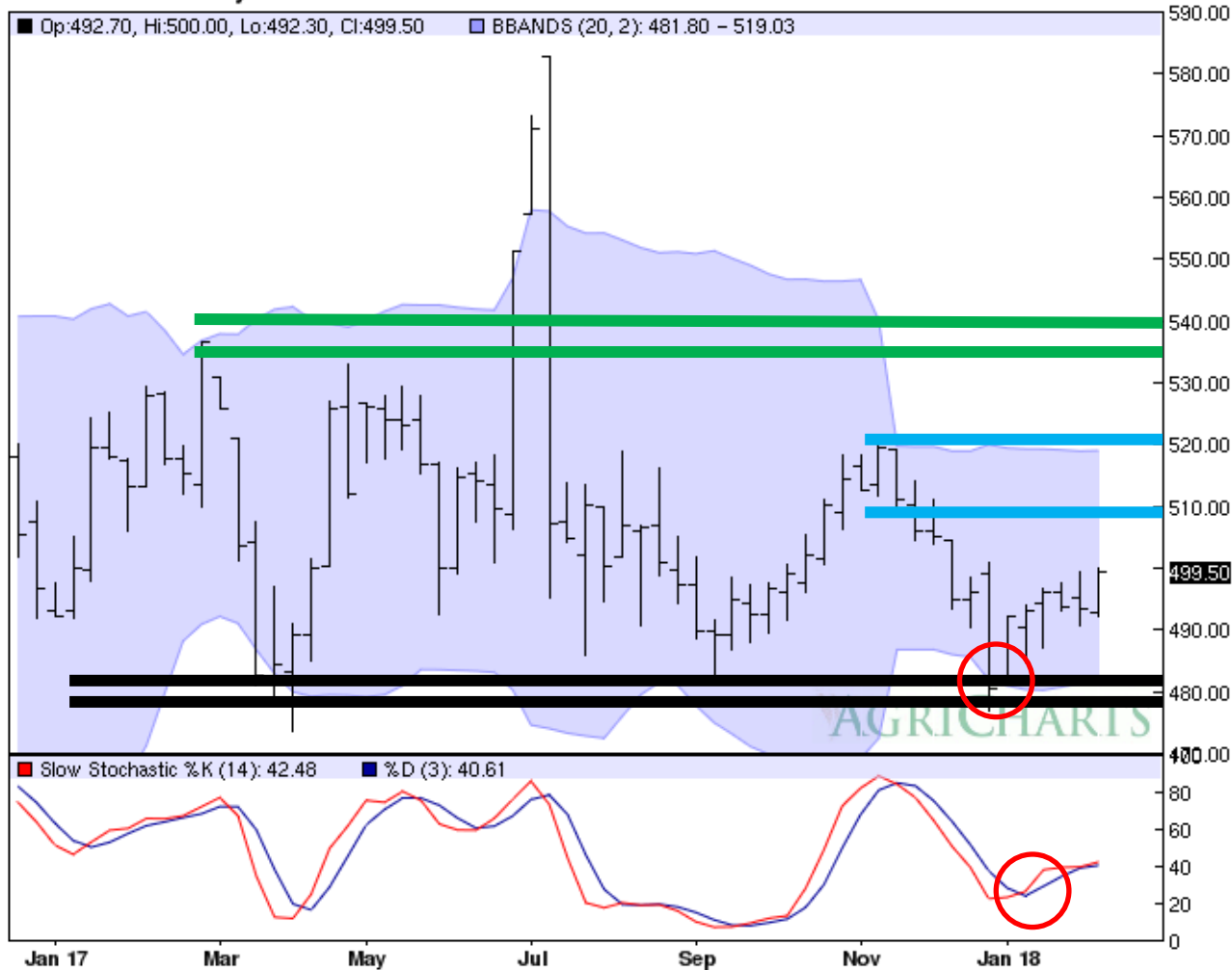
Holding bottom of  
long term range

1-2 Mth Target  
\$510-520/T

3-6 Mth Target  
\$535-540/T

Other indicators  
looking positive

RS - Canola - Weekly OHLC Chart



# Canola Analysis

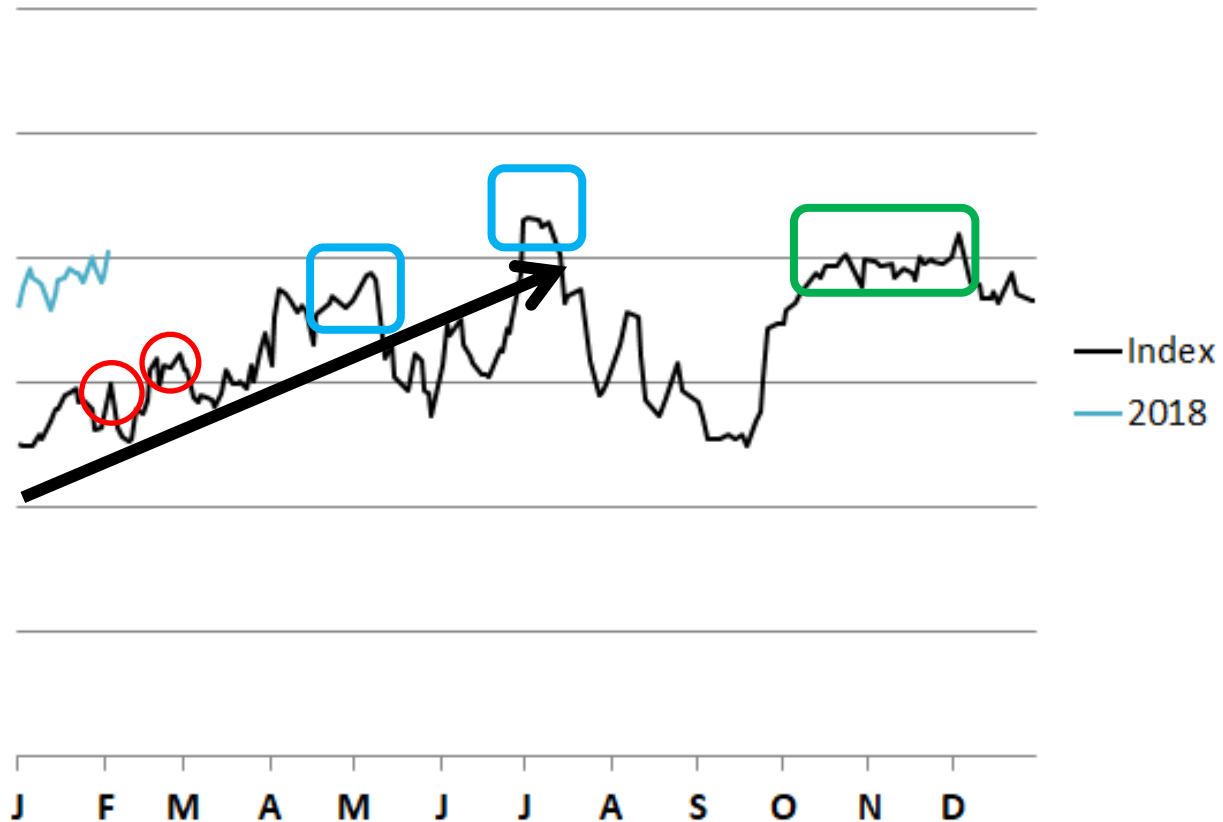
Seasonally trend  
higher into summer

First chance of  
highs comes in  
May or July

Next time for selling  
typically after harvest

Short term opportunity  
in end Feb & Mar

## Canola Seasonal Cash Index



# HRSW Analysis

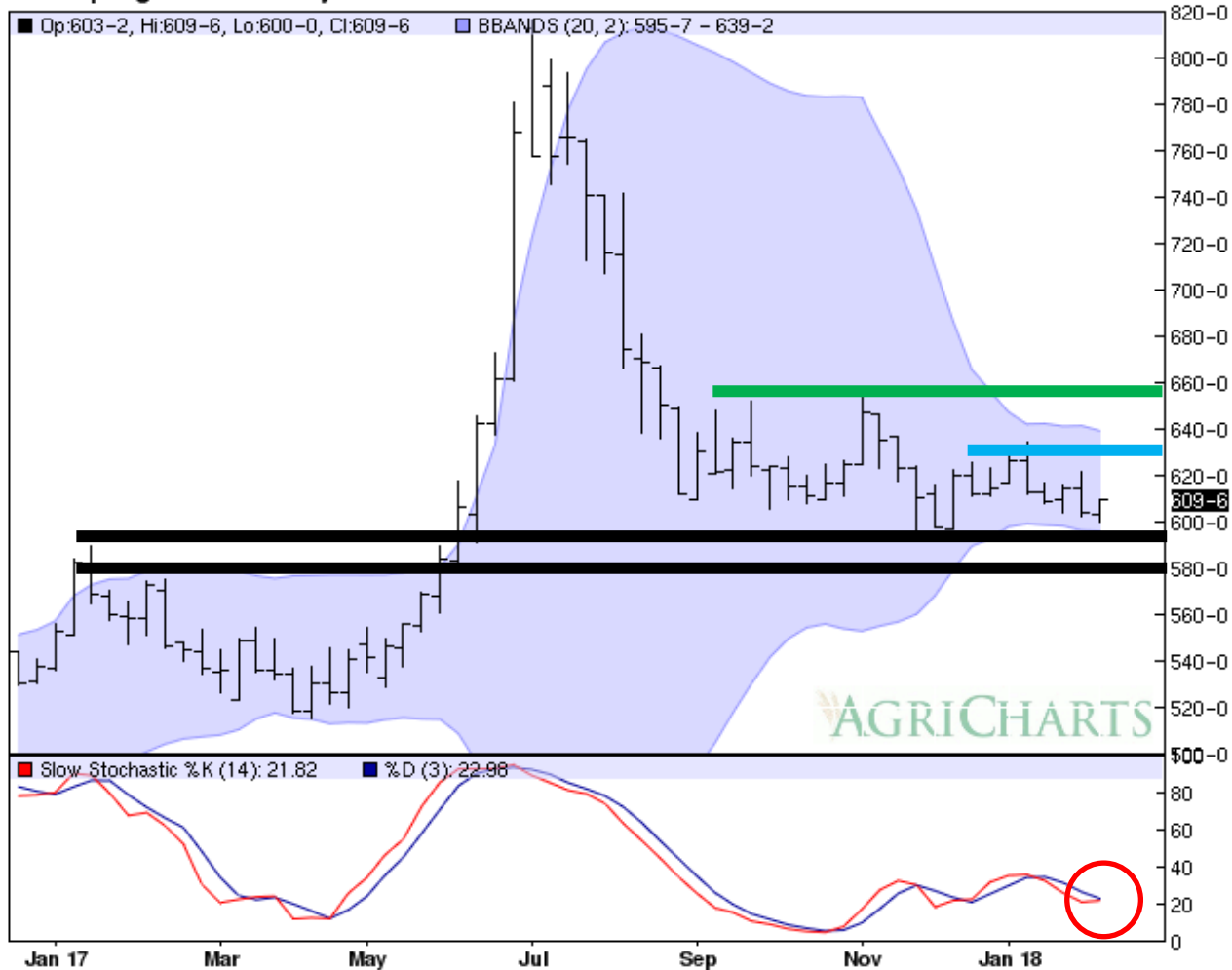
Near good  
support area

1-2 Mth Target  
\$6.30/bu

2-4 Mth Target  
\$6.60/bu

Some indicators  
looking positive

MW - Spring Wheat - Weekly OHLC Chart



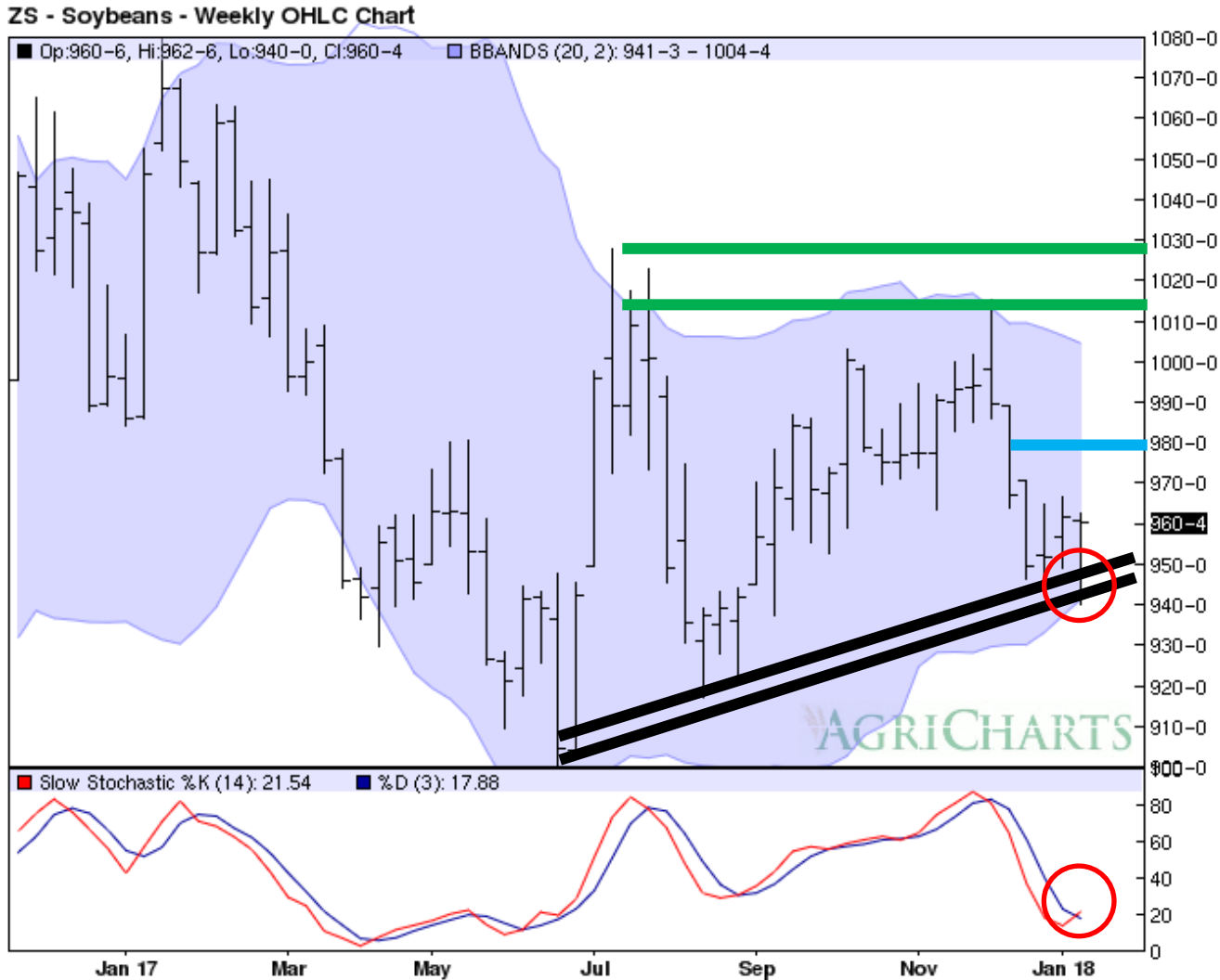
# Soy Analysis

Holding in an  
uptrending pattern

1-2 Mth Target  
\$9.80/bu

2-4 Mth Target  
\$10.15-10.27/bu

Indicators are  
looking positive



# Use All The Tools



**Focus On Stocks/Use Ratios**



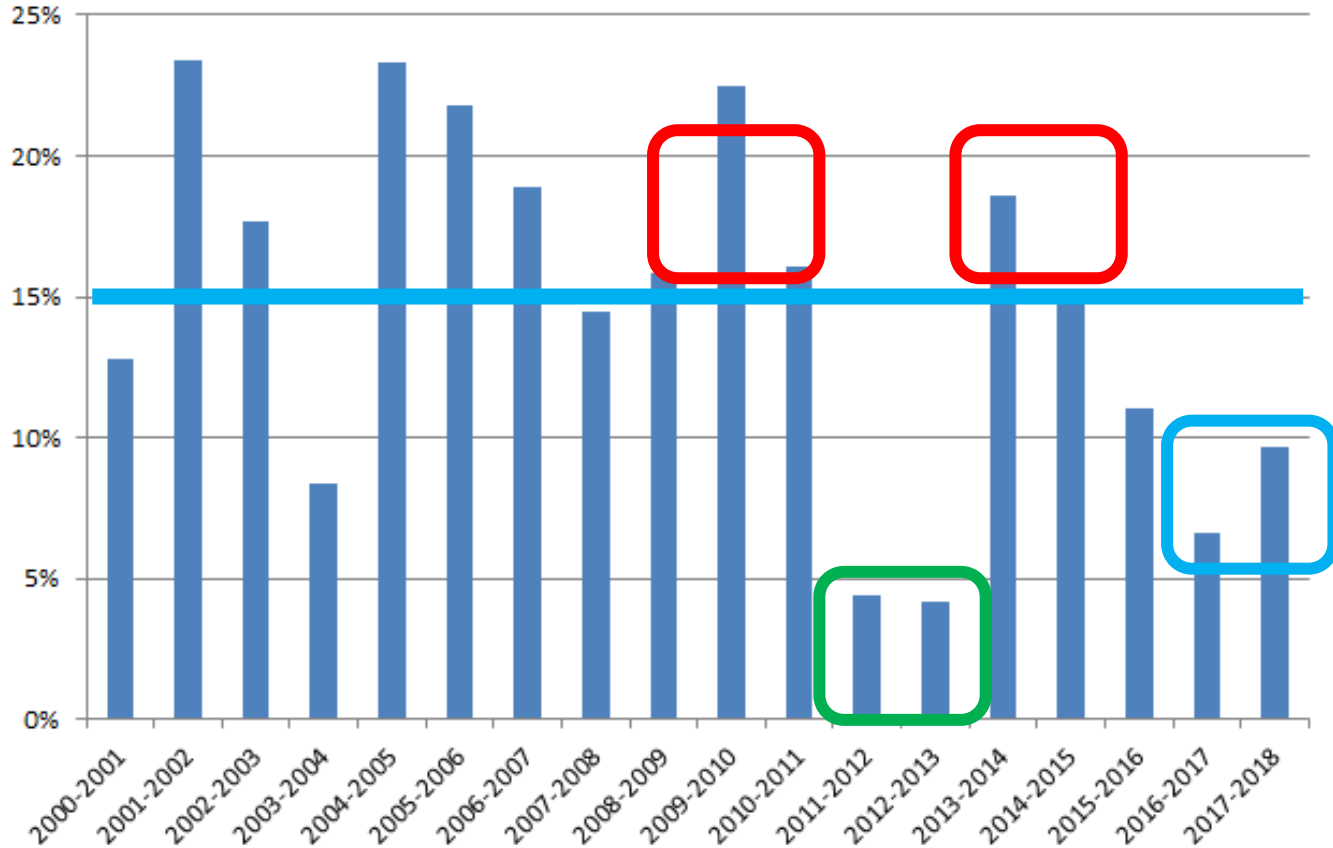
# Stocks To Use Ratios

Measures the supply & demand  
of any commodity

Gives you a net result rather than  
having to look at each stat separately

Big production doesn't always mean  
the market is going to fall apart

# Canola Stocks To Use



Canola hits \$650/T  
when stocks to  
use was below 5%

Prices fall off as  
stocks to use  
climbs

Right now higher  
than last year but  
still below the 18  
year average

# Other Stocks To Use

**Durum at 25% & rising. Still below 18 yr. avg**

**Barley on the decline, now at 14%.**

**Oats at 33% is above average & negative**

**Flax continues to drop, now at 23%**

**Peas to drop significantly to 29% but still double avg**

**Lentils dropping to 44% but still well above avg**

# Use All The Tools



**Focus On Stocks/Use Ratios**



**Other Market Influences**

# Other Market Influences

**Supply & Demand**

**Currency**

**Commitments Of Traders Reports**

**Weather**

**Energy Markets**

**Politics**

# Supply & Demand

**US & SA Soybean production continues to grow**

**Russia producing more and more year over year**

**China's demand continues to grow**

**India is becoming more self sufficient but for how long**

**Other world regions will have an impact as well**

# **Production On The Rise**

**Canola acres & production are steadily increasing in Canada**

**The drop in Argentina Soybean production is offset some by a rise in Brazil Soybean production**

**US acreage talks heat up but won't get anything accurate until March reports.**

**USDA raises Russia Wheat production again**

# Russia Production



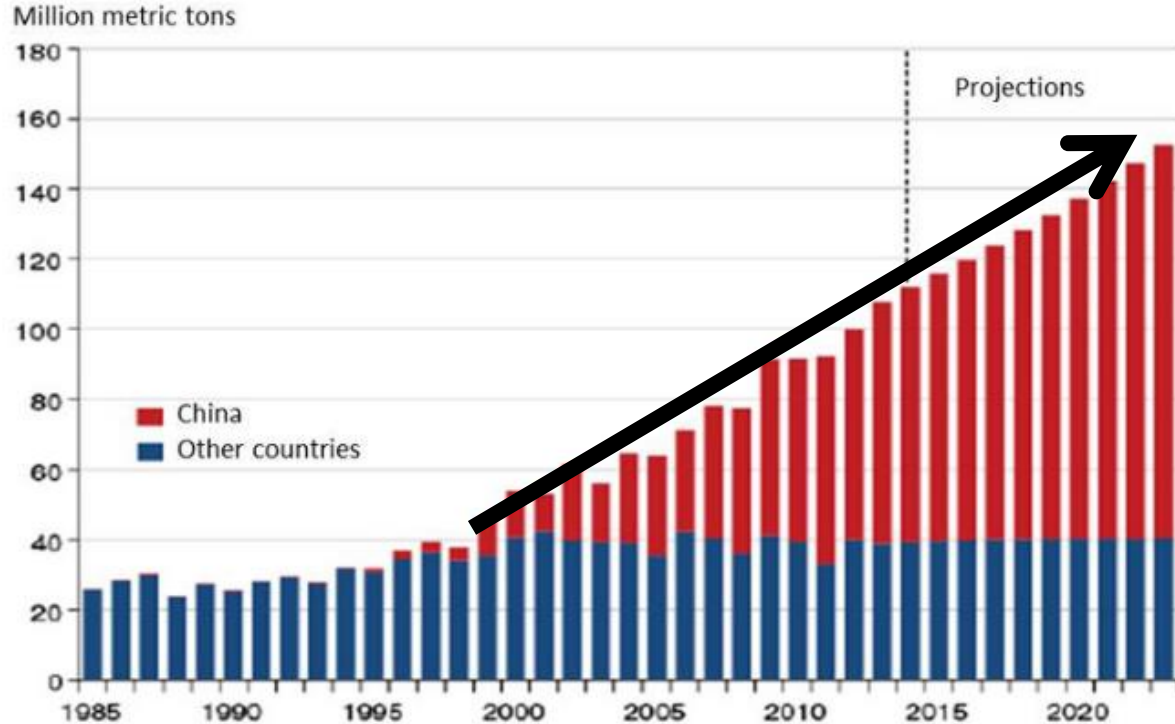


# Stats Canada

	2015	2016	2017	2015 to 2016	2016 to 2017
	thousands of tonnes	thousands of tonnes	thousands of tonnes	% change	% change
Total wheat <b>1</b>	27,594	31,729	29,984	15.0	-5.5
Durum wheat	5,389	7,762	4,962	44.0	-36.1
Spring wheat	19,962	20,454	22,167	2.5	8.4
Winter wheat	2,243	3,513	2,855	56.6	-18.7
Barley	8,226	8,784	7,891	6.8	-10.2
Canary seed	149	140	137	-5.6	-2.1
Canola	18,376	19,600	21,313	6.7	8.7
Chick peas	84	75	86	-9.9	14.5
Corn for grain	13,559	13,193	14,095	-2.7	6.8
Dry beans	243	229	322	-6.0	40.9
Dry field peas	3,201	4,836	4,112	51.1	-15.0
Fall Rye	226	415	324	84.0	-22.0
Flaxseed	942	588	548	-37.6	-6.8
Lentils	2,540	3,248	2,558	27.9	-21.2
Mustard seed	123	236	122	90.9	-48.4
Oats	3,428	3,195	3,724	-6.8	16.6
Soybeans	6,459	6,552	7,717	1.4	17.8
Sunflower seed	73	51	58	-30.3	13.8

# China Soybean Demand

China will continue to be dominant global soybean importer



Source: USDA Production, Supply and Distribution database and projections

# Canola vs. Soybeans

RSH18 - Canola - Daily Line Chart



# Canola Exports & Use

Exports lagging a bit the past week

Exports	
Current Week	153.4
Week Ago	212.1
To Date	5429.7
Year Ago	5289.8

Exports running 3% ahead of last year at this time

Domestic Use	
Current Week	161.3
Week Ago	150
To Date	4536
Year Ago	4722

Domestic use is 3% behind last year's pace

# India Tariff Situation

**Tariff won't be around forever but not likely to change anytime soon**

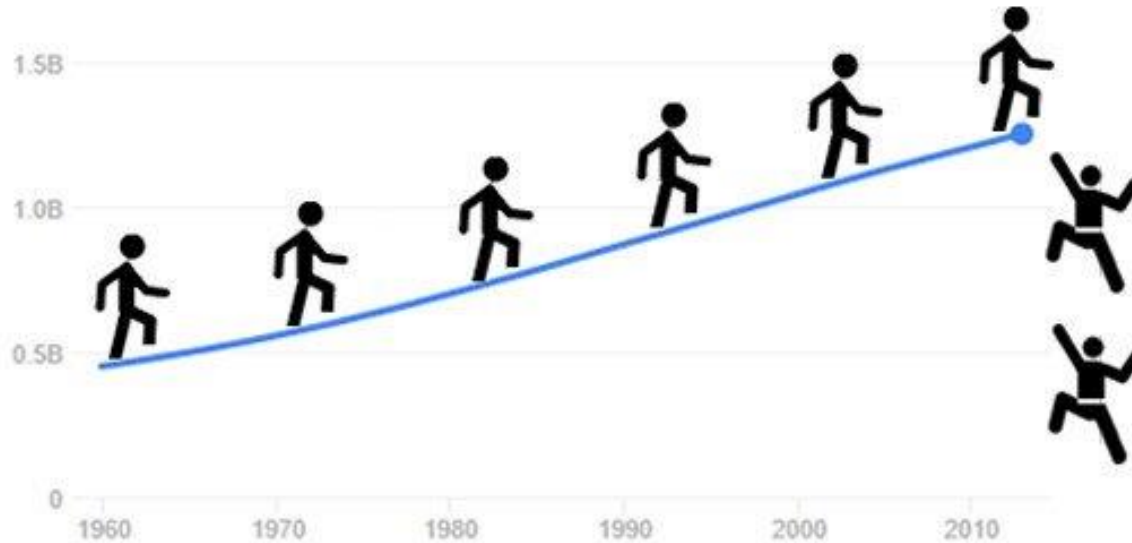
**India is one drought disaster away from being in a tough situation again**

**Demand not completely gone from India & will get better with equal fumigation fees for all**

**In the long term India will continue to be a net importer of pulse crops**

# India Self Sufficiency

India's population is rising by 37 million people each year.



They need to increase production of pulses by 5% every year or import 20MMT or more pulses to match demand by 2030.

# Currency

**Bank Of Canada's interest rate decisions will have an impact on the loonie**

**The uncertainty around NAFTA will also play a big role in price direction**

**Direction of currency directly affects both futures & cash prices**

**The CAD usually trends opposite to the USD**

# Effects Of Currency

## If The CAD Drops:

Stronger exports out of Canada

Better Canadian value of US futures prices

Supports rallies in Canola futures

More expensive to buy stuff from the US

## If The USD Drops:

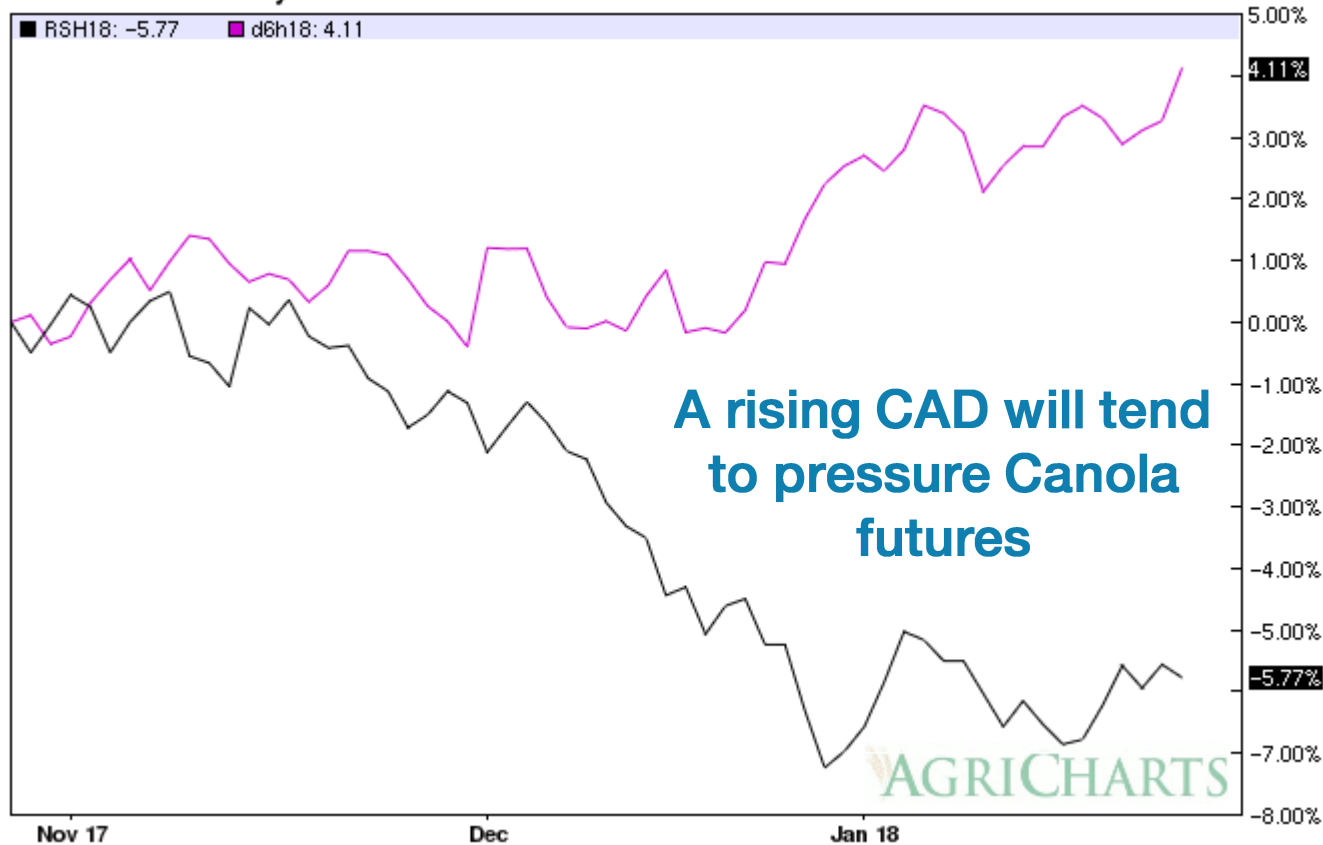
Supports rallies in the US futures markets

Increases export demand out of US



# Canola vs. CAD

RSH18 - Canola - Daily Line Chart



# CAD Analysis

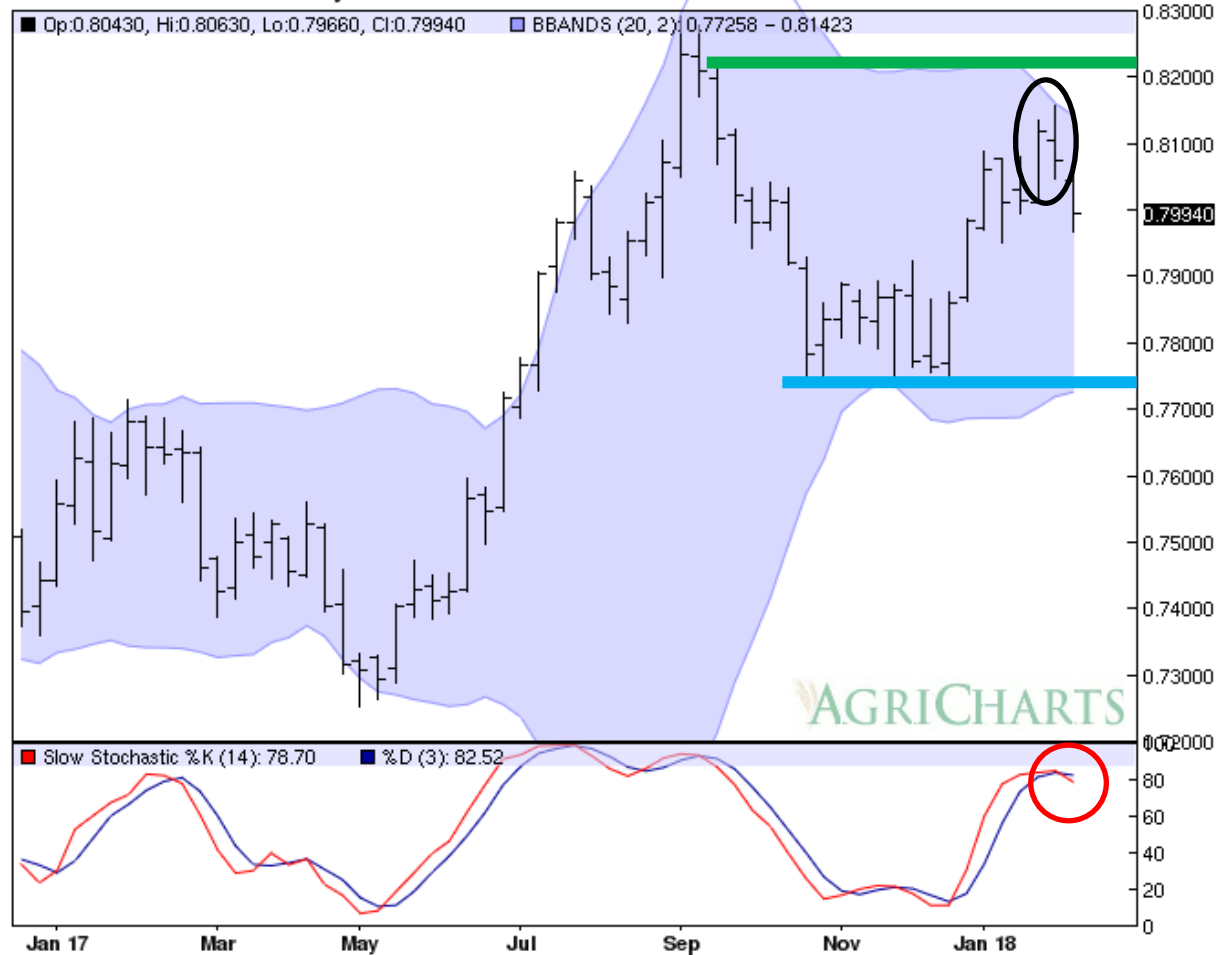
Reversal last week  
gave short term signal  
to convert to USD

Good news brings test  
of high end of range

Bad news brings test  
of low end of range

Indicators starting  
to turn negative

D6 - Canadian Dollar - Weekly OHLC Chart



# Commitment of Traders Report

Gives great insight about trends & strength of traders commitment for each commodity

Report made up of 3 types. Commercials, Non-Commercials, and Non-Reporting

Traders increasing long positions is good

Traders increasing short positions is bad

Non-commercial traders are most important to watch

# Commitment of Traders Report



# Energy Markets

**Crude Oil is above \$60/barrel for the first time in 2 years**

**Will OPEC keep production limits or will they change to take advantage of the price rise**

**Will the US continue to ramp up their production to take advantage of the rise in prices**

# Effects Of Oil

**If Oil Goes Up:**

**The CAD goes up**

**Supports rallies in world  
vegetable oil markets**

**Fuel prices go up**



# **Weather**

**La Nina weather pattern may last until Spring**

**All eyes are on South America conditions**

**Cold & dry affecting the US Winter Wheat crop**

**Lack of snow in western Canada is a concern**

**Variable monsoon activity on India's rabi crop**

# Weather Is Unpredictable





# Politics

**Keep up with changing trade  
Policies around the world**

**Mostly out of your hands. Focus on  
What is more controllable**

**Don't bank on the wild cards**

# The Wild Cards



# Cover Yourself



**Know your costs of production**

# Costs Of Production

Government reports are showing  
an average \$17/ac increase in costs for 2018

Use your budget and forecasted price ranges  
to rank crop profitability for your farm

Don't forget to pay your employees and yourself

# Costs Of Production

2018-19 Costs Of Production & Crop Price Ranges							
Crop Type	Avg Yield	Production Costs (CAD/acre)			Price Ranges		
		Operating	+ Fixed	+ Labour	Low	Avg	High
Canola	40	243.27	378.01	408.01	10.00	10.88	11.75
Spring Wheat	55	197.91	334.74	364.74	5.50	6.38	7.25
Winter Wheat	60	185.53	324.05	354.05	4.00	4.75	5.50
CPS Wheat	68	200.97	339.63	369.63	4.50	5.15	5.80
Durum	48	201.36	319.68	349.68	7.00	7.63	8.25
Soybeans	42	205.55	340.29	370.29	10.00	10.75	11.50
Oats	90	155.17	298.99	328.99	2.60	2.98	3.35
Corn	120	334.89	491.87	521.87	3.90	4.33	4.75
Red Lentils	1765	160.90	274.43	304.43	0.19	0.22	0.25
Laird Lentils	1471	160.90	274.43	304.43	0.26	0.31	0.36
Green Peas	39	151.91	286.65	316.65	7.25	7.88	8.50
Yellow Peas	39	151.91	286.65	316.65	7.00	7.50	8.00
Flax	25	170.00	302.50	332.50	11.50	12.25	13.00
Malt Barley	60	215.75	345.10	375.10	4.50	5.00	5.50
Feed Barley	67	175.78	315.13	345.13	3.25	3.75	4.25
Faba Beans	53	205.80	356.65	386.65	5.50	6.13	6.75
Canary Seed	1149	162.62	276.55	306.55	0.20	0.23	0.25

Avg Yield = 5 year average based on Ag Canada Crop Reports & 2018 Crop Planning Reports

Production Costs = Costs based on 2018 Crop Planning Reports

Operating = Seed, fertilizer, chemical, fuel, machinery, insurance, taxes & other

Fixed = Land investment, machinery depreciation, machinery investment, storage

Labour = \$30/acre as suggested by 2018 Crop Planning Reports

Price Ranges = Current forecast of price ranges for 2018-19 (Subject to change)

# Profitability Analysis

2018-19 Crop Profitability Analysis									
Crop Type	Gross Return			Less Operating			Less Fixed		
	Low	Avg	High	Low	Avg	High	Low	Avg	High
Canola	400.00	435.00	470.00	156.73	191.73	226.73	21.99	56.99	91.99
Spring Wheat	302.50	350.63	398.75	104.59	152.72	200.84	-32.24	15.89	64.01
Winter Wheat	240.00	285.00	330.00	54.47	99.47	144.47	-84.05	-39.05	5.95
CPS Wheat	306.00	350.20	394.40	105.03	149.23	193.43	-33.63	10.57	54.77
Durum	336.00	366.00	396.00	134.64	164.64	194.64	16.32	46.32	76.32
Soybeans	420.00	451.50	483.00	214.45	245.95	277.45	79.71	111.21	142.71
Oats	234.00	267.75	301.50	78.83	112.58	146.33	-64.99	-31.24	2.51
Corn	468.00	519.00	570.00	133.11	184.11	235.11	-23.87	27.13	78.13
Red Lentils	335.35	388.30	441.25	174.45	227.40	280.35	60.92	113.87	166.82
Laird Lentils	382.46	456.01	529.56	221.56	295.11	368.66	108.03	181.58	255.13
Green Peas	282.75	307.13	331.50	130.84	155.22	179.59	-3.90	20.48	44.85
Yellow Peas	273.00	292.50	312.00	121.09	140.59	160.09	-13.65	5.85	25.35
Flax	287.50	306.25	325.00	117.50	136.25	155.00	-15.00	3.75	22.50
Malt Barley	270.00	300.00	330.00	54.25	84.25	114.25	-75.10	-45.10	-15.10
Feed Barley	217.75	251.25	284.75	41.97	75.47	108.97	-97.38	-63.88	-30.38
Faba Beans	291.50	324.63	357.75	85.70	118.83	151.95	-65.15	-32.03	1.10
Canary Seed	229.80	258.53	287.25	67.18	95.91	124.63	-46.75	-18.03	10.70

Gross Return = Potential returns for each crop without factoring in costs of production

Less Operating = Potential returns for each crop factoring in average operating costs

Less Fixed = Potential returns for each crop factoring in average operating & fixed costs

# Crop Rankings

2018-19 Crop Rankings			
	Based On Gross Returns	Based On Gross Returns - Costs	Grain Shark Rankings
1st	Corn	Laird Lentils	Corn
2nd	Laird Lentils	Soybeans	Laird Lentils
3rd	Soybeans	Red Lentils	Red Lentils
4th	Canola	Canola	Soybeans
5th	Red Lentils	Corn	Canola
6th	Durum	Durum	Durum
7th	Spring Wheat	Green Peas	Green Peas
8th	CPS Wheat	Spring Wheat	Yellow Peas
9th	Faba Beans	CPS Wheat	Spring Wheat
10th	Green Peas	Yellow Peas	CPS Wheat
11th	Flax	Flax	Flax
12th	Malt Barley	Faba Beans	Oats
13th	Yellow Peas	Oats	Faba Beans
14th	Winter Wheat	Winter Wheat	Winter Wheat
15th	Oats	Canary Seed	Malt Barley
16th	Canary Seed	Malt Barley	Feed Barley
17th	Feed Barley	Feed Barley	Canary Seed

*Based On Gross Returns = The ranking of crops without looking at costs of production*

*Based On Gross Returns-Costs = The ranking of crops after factoring in costs of production*

*Grain Shark Rankings = Forecast of which crops have best potential based on current analysis*

# Cover yourself



**Know your costs of production**



**Steady sales minimize risks**



# Minimize Your Risk

Use pricing analysis to estimate when  
& where you want future sales to be

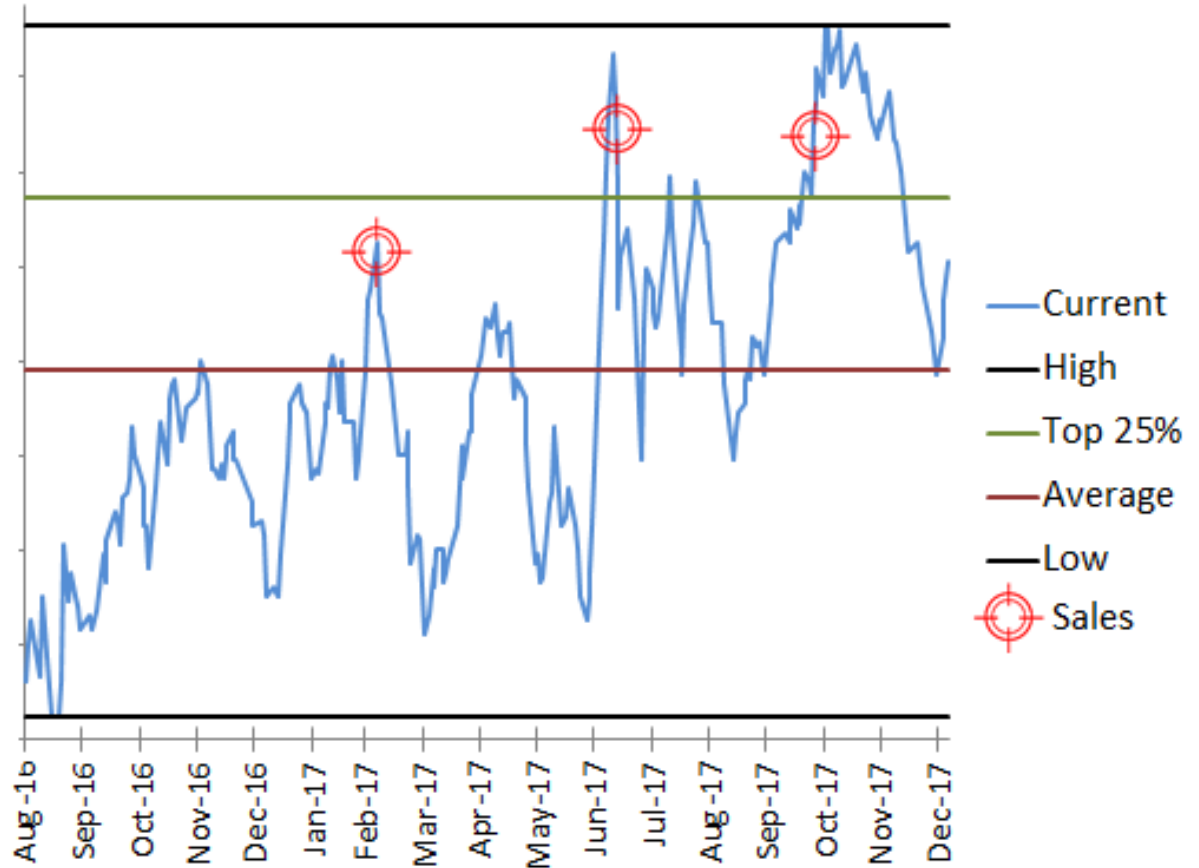
Pick 4-6 sell points each year with  
at least one pre harvest sale

Create a price tracker to remind you where the  
market is now compared to where it has been.

# Grain Shark 2017-2018 Sales



## Canola Price Index (2017-2018)



# Cut The Right Deal



**Compare cash & basis at all your elevators**

# Cash

**Crushers are better than elevator bids but the logistics may not make sense**

**Factor in delivery costs for the long hauls**

**Get connected so you are receiving 'specials' that pop up from time to time**

**Don't necessarily have to set physical targets but at minimum have mental target in your head**

# Basis

**Basis can be a good tool when  
used for the right reasons**

**Watch the futures spreads to maximize  
opportunity when rolling basis contracts**

**Don't forget about the contract. Remember  
when your deadline is.**

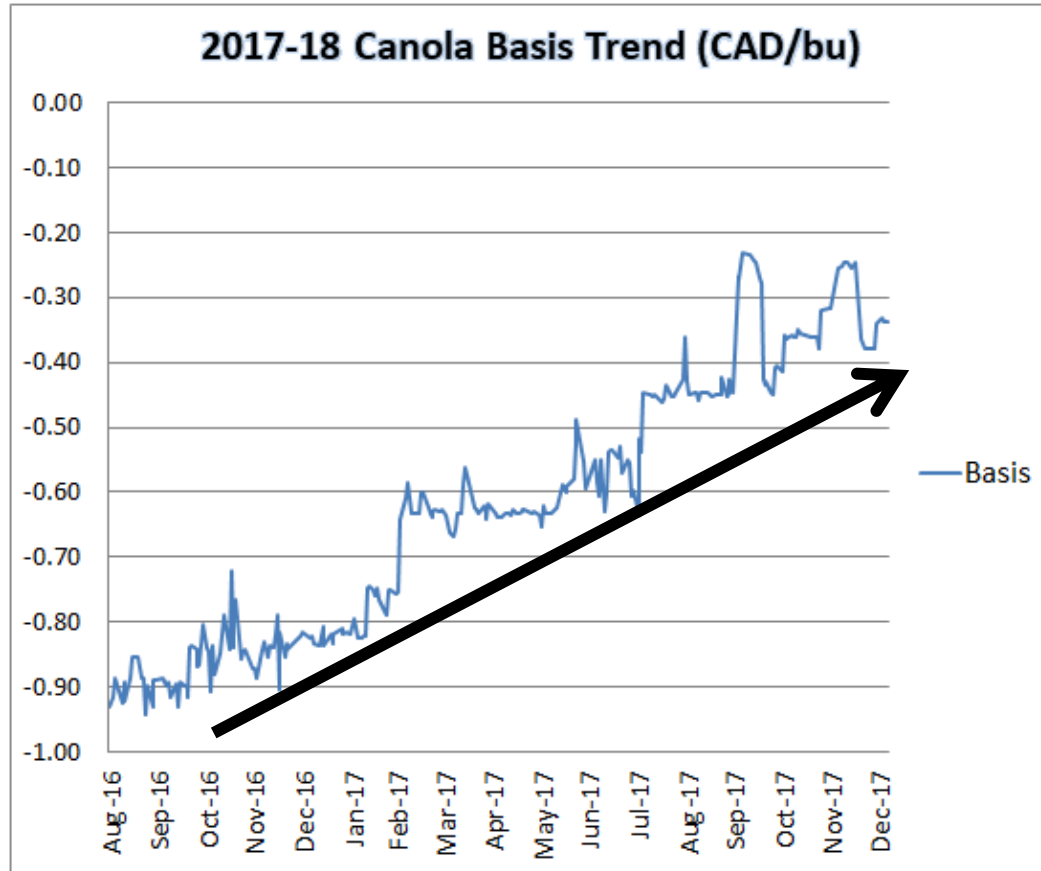
# Compare Prices – Elevator

Del.	Fut. Mth.	\$ / Metric Tonne			
		Net	Future	Basis	\$/bu Net
2018					
Feb 1 -Feb 28	Mar 2018	480.18	499.10	-18.92	10.89 >
Mar 1 -Mar 31	Mar 2018	481.18	499.10	-17.92	10.91 >
Apr 1 -Apr 30	May 2018	487.38	505.30	-17.92	11.05 >
May 1 -May 31	May 2018	490.38	505.30	-14.92	11.12 >
Jun 1 -Jun 30	Jul 2018	495.48	510.40	-14.92	11.24 >
Jul 1 -Jul 31	Jul 2018	495.48	510.40	-14.92	11.24 >
Aug 1 -Aug 31	Nov 2018	470.98	506.90	-35.92	10.69 >
Sep 1 -Sep 30	Nov 2018	470.98	506.90	-35.92	10.69 >
Oct 1 -Oct 31	Nov 2018	470.98	506.90	-35.92	10.69 >
Nov 1 -Nov 30	Nov 2018	470.98	506.90	-35.92	10.69 >

# Compare Prices – Crusher

	Symbol	Futures	Basis	Quote	Quote (BU)
Jan '18/Mar '18 fut	@RSH18	493.00	-1.00	492.00	11.16
Feb '18/Mar '18 fut	@RSH18	493.00	-3.00	490.00	11.11
Mar '18/Mar '18 fut	@RSH18	493.00	-10.00	483.00	10.95
April '18/May '18 fu	@RSK18	500.60	1.00	501.60	11.38
May '18/May '18 fut	@RSK18	500.60	7.00	507.60	11.51
June '18/July'18 fut	@RSN18	505.80	3.00	508.80	11.54
July '18/July'18 fut	@RSN18	505.80	3.00	508.80	11.54
Sept '18/Nov'18 fut	@RSX18	500.70	-20.00	480.70	10.90
Oct '18/Nov'18 fut	@RSX18	500.70	-16.00	484.70	10.99

# Basis Levels Improving



<b>Current Basis</b>	\$ (0.34)
<b>High</b>	\$ (0.23)
<b>Low</b>	\$ (0.94)
<b>Average</b>	\$ (0.59)
<b>Top 25%</b>	\$ (0.41)



# Futures Spreads

## **In an Inverse Market:**

Near term futures higher than deferred contracts

Sign of more demand right now

Improves basis when rolled into lower futures

## **In a Carry Market:**

Near term futures lower than deferred contracts

Sign of less demand right now

Weakens basis when rolled into higher futures

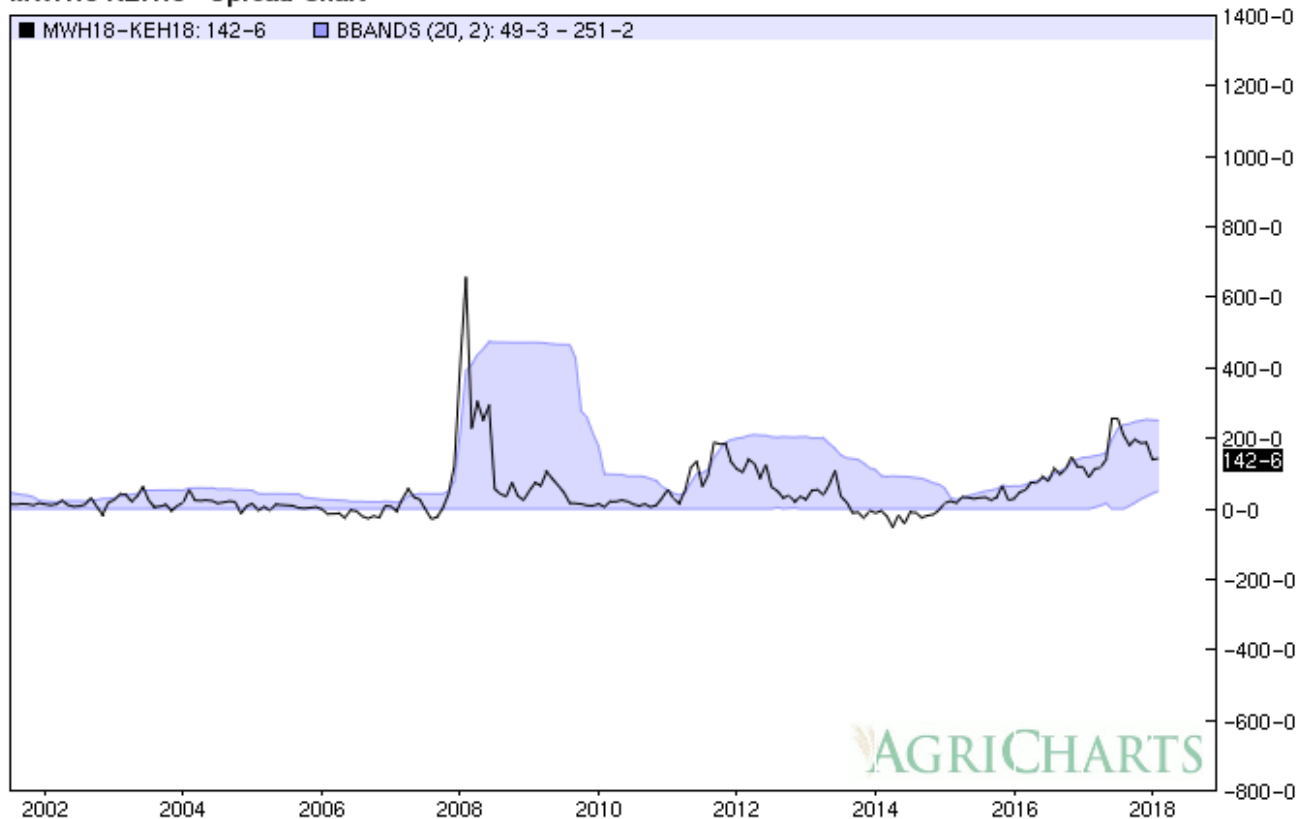
# Futures Spreads

## Canola Options Spreads

Month	Last	Change	Percent	Open	High	Low	Time	Volume	Open Interest	Previous
<u>March 2018</u>	499.60	-0.20	-0.04%	499.50	500.00	498.10	21:55:32 CST	543	68465	499.80
<u>May 2018</u>	505.90	+0.40	+0.08%	505.30	505.90	504.10	22:03:06 CST	620	61141	505.50
<u>July 2018</u>	511.20	+0.60	+0.12%	511.00	511.20	510.50	20:05:29 CST	86	21990	510.60
<u>November 2018</u>	508.00	+0.30	+0.06%	507.50	508.00	507.50	20:01:44 CST	92	28694	507.70
<u>January 2019</u>	511.50	-0.30	-0.06%	511.50	511.50	511.50	19:52:05 CST	6	1877	511.80
<u>March 2019</u>	514.30s	+4.30	+0.84%	0.00	514.30	514.30	18:50:51 CST	-	22	510.00
<u>May 2019</u>	515.10s	+4.30	+0.84%	0.00	515.10	515.10	18:50:51 CST	-	0	510.80
<u>July 2019</u>	515.70s	+4.30	+0.84%	0.00	515.70	515.70	18:50:51 CST	-	0	511.40
<u>November 2019</u>	503.10s	+4.30	+0.86%	0.00	503.10	503.10	18:50:51 CST	-	10	498.80
<u>January 2020</u>	503.10s	+4.30	+0.86%	0.00	503.10	503.10	18:50:51 CST	-	0	498.80
<u>March 2020</u>	500.80s	+4.30	+0.87%	0.00	500.80	500.80	16:05:04 CST	0	0	496.50

# Wheat Spreads

MWH18-KEH18 - Spread Chart



AGRICHARTS

# Cut The Right Deal

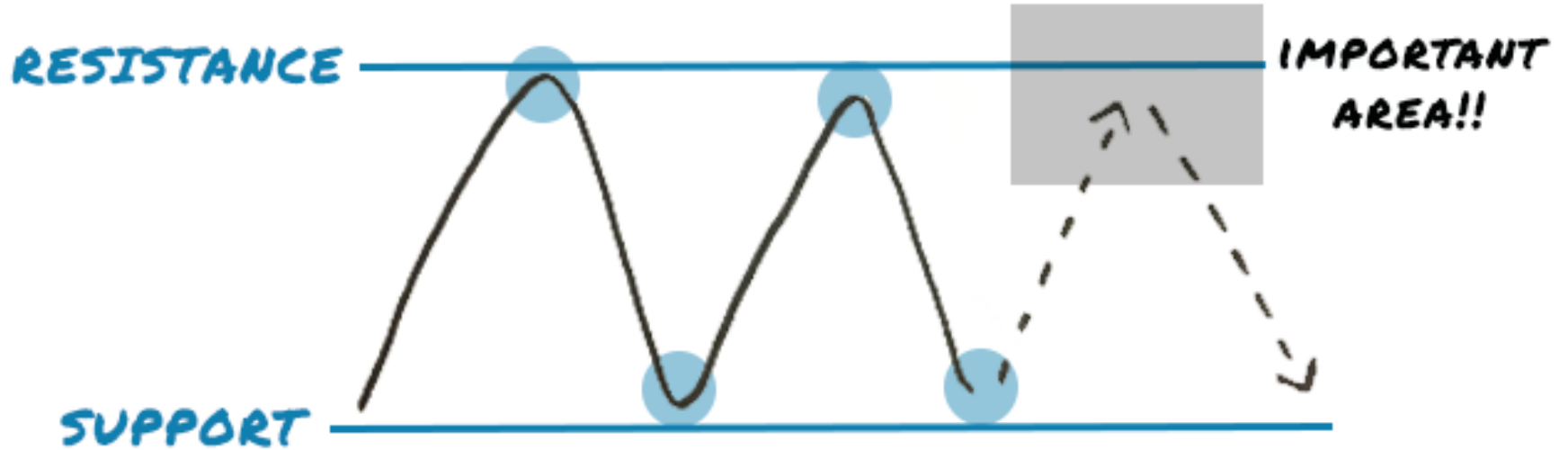


**Compare pricing & basis at all your elevators**



**Set targets at resistance to maximize each sale**

# Target Resistance



# Cut The Right Deal



**Compare pricing & basis at all your elevators**



**Set targets at resistance to maximize each sale**



**Random but important thoughts**

# Random Thoughts

**Set targets but don't use round numbers**

**Don't take spot delivery at the end of the month**

**Make sure you get paid when rolling  
basis in an inverse market**

**Stay connected. Check the markets  
at least twice per day**

# Summary



**Know Your Direction**

**Use All The Tools**



**Cover Yourself**



**Cut The Right Deal**







SHARKQUIZ.com

A series of lower highs and lower lows is known as?

- Uptrend
- Downtrend
- Someone falling down the stairs after a long night
- Sideways range

NEXT



Take The Quiz To Win!  
**SHARKQUIZ!**

- If I am looking at a bar chart  
what am I looking at?
- A map of all the bars & pubs close to MB Ag Days
  - A visual representation of a market showing the opening, close, high, and low price for each day
  - A list of different types of reinforcing steel
  - None of the above