
MARKET WATCH

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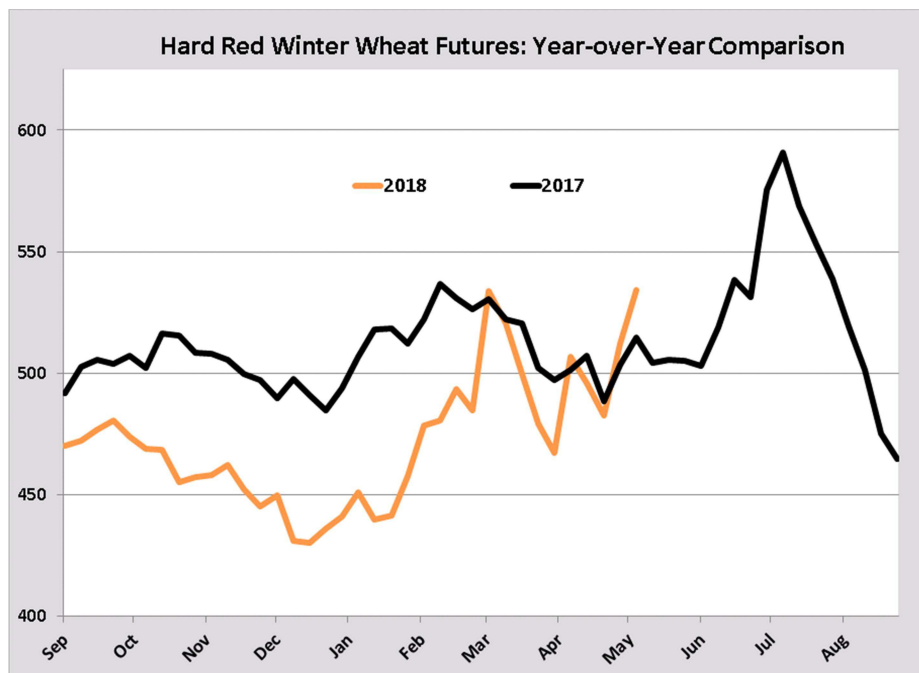
Below are excerpts from my weekly Market Watch radio spots.
Market Watch is broadcast on over two dozen radio stations across Western Canada.

History doesn't repeat itself, but it often rhymes – May 7, 2018

Mark Twain is quoted as saying: "History doesn't repeat itself, but it often rhymes."

An interesting price pattern is developing in hard red winter wheat futures. Comparing last year's prices with what we've seen so far this year shows some similarities. After initial harvest weakness last year, there was a late winter rally, followed by choppy sideways trading coming in to spring, and then an early summer weather rally that ultimately culminated in the massive price spike we saw in July.

The trading pattern seems to be repeating itself this year and for good reason. With dryness and drought already a concern across the Canadian and US prairies growing regions, we could see a repeat of the Canada Day and July 4th fireworks in wheat.



Even if wheat prices don't have the same dramatic move as last year, it is trending higher and could provide some better pricing & hedging opportunities.

Bottom line, it is beneficial to have access to a range of marketing tools including options and future to better take advantage of weather related pricing opportunities. Connect with me at commodity-options.ca or call 844-982-0011 for specific wheat hedging strategies you can implement today for the upcoming crop year.

Still just speculating? Future & options could be making you money – May 14, 2018

A recent article by Jennifer Blair in Alberta Farmer Express on drones called “Still just taking pretty pictures? Drones could be making you money” got me thinking about the similarities between farm drone technology and farm financial technology.

From counting cattle to preparing your seeding plans, drones are taking the next step from just taking cool pictures and posting them on social media to helping you make better farming decisions.

I see the same positive changes happening with futures & options for commodity marketing and revenue management.

Instead of just using futures to speculate on the price of soybean oil or bet which way a Cattle on Feed report will go, have a bigger picture plan in place.

Hedging strategies work in conjunction with your cash selling decisions to give you more flexibility to manage revenues and capture pricing opportunities.

Bottom line, the value lies not in the drone or financial technology itself, but rather how you use it to better run your business. For grain, livestock and currency hedging strategies, connect with me at 844-982-0011 or commodity-options.ca.

Opportunities in Options – May 28, 2018

Dry conditions and weather concerns can make marketing your grain a challenge, but there are hedging opportunities in options.

Often favourable grain selling opportunities come along with less favourable production conditions. When prices are good, it's often because yields could be bad. This can cause a lot of growers to miss pricing opportunities exactly when they should be taking advantage of them.

Certainly no one wants to commit too much grain to a deferred delivery contract when weather risks are too high; even though prices are good. Fortunately there is another way.

Commodity options on hard red spring & winter wheat, canola, soybeans, corn and oats let you set a minimum floor price, benefit from any further price upside without locking-in or having to commit any grain for delivery.

Bottom line, with delivery risk taken out of the picture using options, it's easier to manage the selling opportunities. So with more weather uncertainty to come, connect with me at 844-982-0011 or commodity-options.ca for option-based hedging strategies to capture those weather driven price rallies.

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