

PRECISION FARMING FOR YOUR MARKETING PLAN

The C.R.O.P. Hedging Program

Discover all your hedging & marketing options.

Precision Farming For Your Marketing Plan

Just as farms are implementing cutting edge big data information technology, gaining from advances in crop sciences and using high-precision equipment, farm financial strategies must stay ahead of the curve as well.

I work with farm businesses to help them learn, understand, and implement commodity option & futures strategies that hedge revenue, protect assets and balance market risk.



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The C.R.O.P. Hedging Program

My research study *Farming Big Data: Myths, Misperceptions & Opportunities in Agriculture Commodity Hedging* shows that only between 5%-10% of Canadian farmers use market based options & futures hedging tools to manage their farm revenues.

Given that most agriculture markets have become more volatile over the past decades, farmers need to implement

the marketing advantages uniquely available to them to level the playing field.

The conclusion of the proprietary research is that exchange-traded commodity options strategies are ideally used along side production and basis contracts to enhance delivery & storage decisions.

The Commodity Revenue Option Protection (C.R.O.P.) Hedging Program provides systematic commodity option protection strategies that:

- ✓ Adjust as markets evolve
- ✓ Balance your production & storage levels
- ✓ Enhance your sales & marketing activities

A proactive, real-time, integrated hedging solution delivering farm businesses a unique way to look beyond risk to enhance marketing returns.

WHAT IS THE C.R.O.P. HEDGING PROGRAM ADVANTAGE?

- 1 No production commitments or delivery risk
- 2 The downside protection you need with the upside potential you want
- 3 Minimal capital required with minimal futures contract margin requirements

Supporting *Canadian* farm revenue management practices for the long-term.

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