



# Top Third Ag Marketing

Helping farmers manage the risks associated with producing agricultural products. Our marketing goal is to help farmers market their products in the “Top Third” of prices that are available during a marketing year.

Jim Hemminger  
Risk Management Specialist

[www.topthird.com](http://www.topthird.com)  
877-884-3343

North American farmers are the best producers in the world, but historically, the majority sell in the bottom 1/3 of prices that were available during a marketing year.

Producers who have a good marketing plan in place are more willing to sell cash grain.

Top Third's Risk Management Specialists work with producers to develop marketing plans that address their individual needs and risk.

Top Third Ag Marketing seminars are sponsored by banks, seed companies and grain elevators.

Seminars are conducted by Mark Gold, Managing Partner and include:

- The Ten Rules to Becoming a Better Marketer
- How to manage marketing risk without being placed into marginable positions

# 10 Rules for becoming a Better Marketer

1. Spend more time on marketing
2. Quit making excuses
3. Don't get emotional
4. Be willing to sell cash grain
5. Develop a marketing plan
6. Use options to manage risk
7. Use self-discipline and money management
8. Track your basis
9. Don't lift hedges until you sell your cash
10. Find a marketing mentor

# The Storage Myth

Most farmers store grain hoping for higher prices or to defer income.

Storing grain, hoping for higher prices is a losing game.

When should you store grain?

- Capture the carry
- Identity preserve
- Avoid harvest delays at the elevator
- Feeding grain

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# How can you become a better marketer?

1. Spend more time on marketing by developing a marketing plan.
2. Combine effective crop insurance (RA, CRC, Grip) with your marketing plan.
3. Avoid marginable positions.
4. Use options to manage risk.
5. Don't become a speculator.

# The Sad Truth

**Marginable positions cause farmers to get:**

- Too emotional**
- Lift Hedges**
- Start speculating**

# The Difference is Experience

- Using 25 years of experience to help determine when buying options are worth the risk.
- Before we suggest producers spend money to buy puts or calls, we must have a good reason.
- When you sell an option it can be as important as when you buy the put.

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