

Marketing Decisions and Resources

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Marketing Decisions

1. Profitability

Cash Flow & Profit Obj. - Long run and Short run

Business Objectives:

A. Meet Cash Flow and Budget Objectives

B. Meet Family Living Objectives

C. Meet Long Term Investment Objectives

Crop Budgets –

<http://outreach.missouri.edu/seregion/spreadsheet.htm>

Spreadsheets –

Illinois - <http://www.farmdoc.uiuc.edu/fasttools/index.asp>

MSU - <http://www.montana.edu/extensionecon/softwaredownloads.html>

Marketing Decisions

1. Supply and Demand

United States and the World

http://outreach.missouri.edu/seregion/US_SupplyandDemand.htm

http://outreach.missouri.edu/seregion/World_SupplyandDemand.htm

http://outreach.missouri.edu/seregion/Corn_S&D_2007-2008.htm

http://outreach.missouri.edu/seregion/Soybeans_S&D_2007-2008.htm

Acres Planted, yield, exports, feed use, Ethanol, etc

Monthly Crop Reports & Weekly Crop progress reports

http://www.usda.gov/wps/portal?navid=AGENCY_REPORTS

Ending Stocks – Increasing or Decreasing

Marketing Decisions

3. Seasonal Trends

When can we EXPECT market tops and Bottoms
Futures and Basis

Futures -

http://outreach.missouri.edu/seregion/Futures_Charts.htm

Basis –

<http://outreach.missouri.edu/seregion/Basis.htm>

Marketing Decisions

4. Technical Analysis

Charts

Price direction – Trend is it up, down, or sideways

Change in price direction - Gaps, reversals, trend lines,
key reversals, hook reversals

How High or How Low - Head and shoulder formations,
triangles

CBOT - <http://www.cbot.com/cbot/pub/page/0,3181,972,00.html>

Futures Source - <http://www.futuresource.com/>

Marketing Decisions

5. Psychology of the Market

Price behavior - reaction to bullish or bearish news

Monthly USDA Crop Reports, Weekly Crop Progress Reports

Herd Mentality – When everybody knows about it...it is probably over

Commitment of Traders Report

http://outreach.missouri.edu/seregion/Commitment_of_Traders_Report.htm

Questions—Comments ??



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