

## Pre-Plant or Growing Crop

Pre-Harvest  
 Harvest)

**Crop Marketing Plan** \_\_\_\_\_ (crop production year)

Crop: \_\_\_\_\_ Plan date \_\_\_\_\_ Review and Revise on/before : \_\_\_\_\_

Expected production _____	Amount to sell _____	
Storage available _____	Previous sales _____	Avg. Price _____ Rec'd _____
Deliver at harvest _____	Protected _____	(Puts, Min Price Contracts)
	Balance to sell _____	

**Price Objectives/Goals:** (upside targets, downside traps/stops)

	Price: (futures price or cash price)	Quantity: (bushels or %)	Time: (deadline)	Actual Sale Date/Price (C/F)
<u>1<sup>st</sup> Sale</u>				
Target Price	_____	_____	_____	_____
Trap/Stop	_____	_____	_____	_____
<u>2<sup>nd</sup> Sale</u>				
Target Price	_____	_____	_____	_____
Trap/Stop	_____	_____	_____	_____

**Options:**

Put/Call	Strike Price	Quantity:	Sell Premium	Buy Premium	Gain/Loss
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**Risk/Opportunities**

Price Outlook –Fundamental (Supply/Demand), Technical (Charts), Seasonal Price Trends

Market Signals: (Basis, Carry, etc.)

**Strategy:** (Briefly describe strategy, selling methods, amounts, etc.)

**Flexibility (What if I'm wrong?) Strategy:** Price, Timing of Sales, and/or Production (quantity)