

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>1st Sale</u>				
Target Price	_____	_____	_____	_____
Trap/Stop	_____	_____	_____	_____
<u>2nd 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)