

# Strategic Farm Marketing Customer Services

SERVICE DESCRIPTIONS:	
Evening Market E-Mail	This is an evening wire from the Linn Group that reviews the day's price action in the grains and discusses the expectations for the next session. Included are cash markets, export sales, weather, trade activity, fund activity and general technical information.
Morning Grain E-Mail (Pre-Open)	This one page wire comes out prior to the morning's grain market open. It projects the expected market open. Other focus areas are international and policy, volume and open interest, weather, deliveries and cash markets. An excellent, concise market summary.
Trend Charts	The trend charts are produced by SFM and are sent daily. They include several indicators, including moving averages, MACD and Stochastics. A one line summary indicates both the short term and long term trends.
Mayer's Market Updates & Strategy Discussion	These e-mails sent by SFM's Bill Mayer focus on what is currently happening in the markets. Technical information to relationships between various fundamental factors are included. The focus is on what to expect from the market, but more importantly, what to do about it.
Trading Strategies	This is a daily one page morning e-mail showing a list of 25 commodities. Trend, support and resistance is shown for each commodity. One or more trading strategies are recommended - showing entry point, stop levels and exit point.
Markets on Cell	This service delivers futures quotes via text message. The quotes are sent at pre-determined times - or you can simply dial a toll free number and get quotes immediately. You determine the commodities you want to see and the times you would like to have them sent.
Crop Condition Conference Call	This is one of our most popular services. SFM conducts these calls on a bi-weekly basis throughout the growing season. Clients throughout a ten state area report their current crop conditions via round table discussion. Roy Huckabay from LG joins in to discuss the current grain market situation.
Phone Voice Alerts	This is a relatively new service offered by SFM. Voice alerts are sent to your phone on a periodic basis as needed (for example after reports or when the markets are making a major move). The goal is to keep you aware of market happenings in an easy to use format.
Text Alerts	The text alert service is similar to the voice alert above, but alerts are sent via text and are therefore more concise. Alerts are sent after USDA reports, or if markets are making a major move and action is recommended.
Monthly Newsletter & General Recommendations	This newsletter is four pages and filled with fundamental and technical information, color graphics, tables, important dates and pertinent crop insurance and policy happenings. Each letter includes a summary of the recommended sales for each grain for each particular crop year.
Market Education	SFM strives to keep our clients well informed about the various market tools available including cash contracts, options, futures, crop insurance and government programs. This is accomplished through the use of printed material, articles and webinars.
Monthly Market Webinar	This service is still in the development stage, with the goal of providing a regular forum for clients to exchange and obtain information during the months of November through March. It is meant to compliment the conference calls held during the growing season.
LGM Monthly Quotes	The Livestock Gross Margin Insurance (LGM) is a tool to help dairy, swine and beef producers better manage their risk. Government quotes are available only once per month currently. SFM has developed an efficient method to deliver these quotes and allow you to purchase insurance on a timely basis.
Market Dynamics Research Book	This annual research manual is packed with historical analysis from both a U.S. and Global standpoint. Focus is placed on past price patterns and how those patterns can aid our market decision making process. This manual is a must in developing your marketing plan.
Revenue Maximizer - Economic Analysis	Our Revenue Maximizer gives us the ability to assist you in developing a marketing plan, evaluating which crop to plant, cash sales, option strategies and insurance plans. We also do a thorough economic analysis of your cost of production and profit opportunities.
Specific Recommendations	With this service, recommendations are given for a specific percent of crop by year and include target dates and prices and percent to sell at those price levels. Recommendations are updated as needed via e-mail.
Web Access to Recommendation History	Producers enrolled in one of our premium services have the ability to access the web via password and review past and current sales recommendations.
One-on-One Market Discussion (Toll Free, inbound)	SFM prides itself on being the leader in the industry when it comes to combining your marketing plan and crop insurance into a format that is straight forward and easy to understand. This service allows you to call and discuss your individual marketing plan with our experienced staff.
Sales Record Tracking	This service begins prior to planting, listing specific farm units and expected production on each unit as well as expected total production of each crop. Throughout the year, as sales are made or positions are executed, we keep the records so your percent sold and average price is available immediately.
Individual Market Plan and Phone Follow Up	This service focuses on your operation, laying out an individualized marketing plan and following up with you on a regular basis to make sure it gets executed. Sales record tracking is included. Your cash flow, tax, storage and logistics are all taken into consideration.
Making Sales To The Elevator	This service is available if you would rather let us make the sales directly to the elevator. A power of attorney form is required.