Daniel O’Brien
Extension Agricultural Economist
Kansas State University

Daniel O’Brien focuses his work on grain market analysis & risk management strategies. He also has interests in bioenergy market trends and profitability, grain futures market price efficiency, the behavioral psychology of market choices, & crop enterprise cost economics.

Rich Llewelyn
Extension Assistant
Kansas State University

Rich Llewelyn focuses on grain markets, farm management, production economics, & technology applications in agriculture. He teaches KSU classes on “Price Analysis for Agricultural Commodities”, maintains the KSU www.AgManager.info website, and provides extension outreach services in farm management.

Focus of the Workshop

- Developing Pre-harvest Marketing Strategies for the 2022 Kansas Corn Crop

- Focus on....
  - Using corn cost of production for price strategy targets
  - Seasonal price trend-based pre-harvest strategies Futures & Basis
  - Using seasonal flexibility in 2022 Corn Marketing Plans

- Pre-harvest Marketing Tools
  o Forward Contracts
  o Basis Contacts
  o Hedge-to-Arrive (HTA) contracts
  o Futures Hedge (short / sell)
  o Buying Put/Call Options

This material/event is funded in partnership by the North Central Extension Risk Management Education Center, under project number 14321.
The Need for a Disciplined Pre-harvest 2022 Corn Marketing Plan

A. Expected Corn Market Trends in 2022

On Monday, December 6, 2021, DEC 2022 corn futures closed at $5.52 ½/bu. Recent USDA reports indicate strong ethanol and feed demand, as well as prospects for moderate strength in exports from China and elsewhere in the world. Demand for U.S. corn has been sustained even with record high U.S. corn prices.

Uncertainty over 2022 U.S. corn prospects help to support market price prospects. Extreme tightness in U.S. and World fertilizer supplies leading to record high nitrogen fertilizer prices raise concerns about 2022 corn production prospects, and support corn futures prices going forward. This uncertainty in 2022 U.S. corn supply-demand prospects illustrates the need to have an effective, well conceived pre-harvest marketing plan to follow in marketing the 2022 Kansas corn crop.

B. What Makes Up an Effective Grain Marketing Plan?

In this workshop, corn producers will be involved in the process of developing an effective pre-harvest corn marketing plan for the 2022 crop.

This workshop takes the approach of first accounting for cost of production as a beginning target criteria for pre-harvest marketing strategy actions. It also makes use of prevalent seasonal pre-harvest price patterns, and basis data trends in developing grain marketing strategies.

From there we present a structured, disciplined approach to developing and carrying out a grain marketing plan – in this case for a Kansas corn producer. This workshop provides participants with a logical, disciplined approach to developing and carrying out grain marketing plans, and then flexibly reassessing and changing them if market conditions merit a change.

Workshop Agenda – Corn Focus

8:00 a.m. Registration
8:15 a.m. Welcome & Introductions (Extension Agents – Alyssa Rippe-May, Keith VanSkike, Aaron Hyland)
8:20 a.m. Key Factors in Developing Effective Grain Marketing Plans (Llewelyn & O’Brien)
9:10 a.m. Break
9:15 a.m. Developing Pre-harvest Marketing Plan Action Strategies (O’Brien & Llewelyn)
9:45 a.m. Experiencing a Pre-harvest Grain Marketing Plan (Participants & Instructors)
10:25 a.m. Break
10:30 a.m. A Pre-harvest Marketing Plan Experience (finishing up learning experience)
11:15 a.m. Corn Market Outlook (Year 2022) (O’Brien)
12:00 p.m. Building a Preharvest Marketing Plan for Corn in 2022 (O’Brien & Llewelyn)
12:30 p.m. End of Workshop

“Winning the Game”
Corn Marketing Workshop
8:00 – 12:30 p.m.
Wednesday, February 2, 2022
Golden Age Center
105 W. Maple, Oberlin, KS 67749

Name: __________________________
Address: __________________________
City: _______________ State/Zip: __________
Phone: __________________________
Email: ____________________________

Registration contacts
Twin Creeks Extension District
Decatur Office Phone: 785-475-8121
Email: alyssar@ksu.edu

Rawlins County Extension
Office Phone: 785-626-3192
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Register by camera phone QR code:

https://tinyurl.com/WTGOberlin