
MARKET WATCH

**David Derwin – Portfolio Manager & Investment Advisor
PI Financial Corp.**

Connect at www.Commodity-Options.ca or 1-844-982-0011

Below are excerpts from my weekly Market Watch radio spots.
Market Watch is broadcast on over two dozen radio stations across Western Canada.

July 4th – Farming & the U.S. Elections

Since its July 4th, it's fitting to talk about the upcoming US Presidential elections and what it could mean to farming.

According to a recent Reuters article; "The candidates' agriculture policies are crucial because net US farm income is forecast to drop to its lowest since 2002, largely due to a decline in grain prices. If that happens, incomes will be down from a recent high in 2013."

"A Trump spokesperson did not respond to a request to comment for the article."

However, "if elected, Clinton will increase agricultural production and profitability for family farms, her spokesperson said."

Bottom line, I don't know how she would do that, but I do know that I wouldn't rely on any government or government policies to become more efficient, more productive or more profitable.

So, connect with me at 844-982-0011 or commodity-options.ca to find out how grain, livestock & currency options can help you better protect your revenues and manage market volatility, regardless of who's in the White House next year.

July 11th – The Benefits of Soybeans for Farmers

More and more soybeans are being grown in Manitoba, and there's good reason why.

Based on the recent June Provincial Field Crops report from Statscan, Manitoba farmers planted a record 1.6 million acres of soybeans. That's 17% more than last year's record and an increase for the 9th straight year!

There are many well-known reasons why farmers are planting more soybeans: new varieties well-suited to Manitoba growing conditions, a good crop rotation alternative and less fertilizer input requirements.

The other benefit I would add that many don't think of is that soybeans are a good crop to market. With an extremely large and liquid soybean options market traded on the Chicago Board of Trade, soybean growers have a lot of marketing tools available to help manage their risk and protect their revenues.

Bottom line, it's not just which crop you can grow, but also which crop you can most effectively market that contributes to the overall profitability on the farm. To find out how to best sell your soybeans, call 844-982-0011 or visit commodity-options.ca for all your soybean marketing options.

July 18th – Farm Facts & Figures

Data and numbers can provide clarity and discipline for a farm business, so a recent Winnipeg Free Press article by Laura Rance caught my attention. She lists quite a few interesting facts & figures. For instance, did you know...

- Grain handling and transportation volumes have increased on average 1% per year during the past three decades as a result of investment in technology and better agronomic management.
- Wheat yields have increased 43% and canola by 56% since the early 1980s
- Canadian farmers are heavily dependent on the export market, exporting 70% of their wheat and 50% of oilseeds
- Canadian grain travels on average 1700 kilometers to reach port; in Europe, Australia or Brazil, it's less than 400 kms
- 94% of Canadian grain exports move by rail, compared with only 50% in the US and Australia
- Commercial port & inland storage in Canada can hold about 20% of average annual production. The US can store more than 50%, Australia has room for 175%.

Bottom line, I like numbers and you should too, especially when it comes to your farm marketing strategy. If you are looking for a more data-driven hedging & revenue management program, connect with me at 844-982-0011 or commodity-options.ca.

July 25th – 59% of farmers don't know...

I want to review some numbers again today like I did last week; in particular, it is interesting to know that 59% farmers don't know this very important figure.

As many listeners know, I like numbers and so does Terry Betker, a farm management consultant at Backswath. During the recent Canada Farm Progress Show in Regina, Backswath did a short survey about farm management. One of the key observations was that "59% indicated that not knowing how well their farm is doing financially causes them stress."

He goes on to say "If you are in the 59% category of farmers who don't know how their farm is doing financially, get someone to help you figure out where you stand. The saying 'you can't manage what you can't measure' is true. The investment is too large and the risk too great to not know where things are at financially on your farm."

This same idea applies to an important component of your farm financial management: your grain marketing and revenue decisions. Even an extra 5% increase on top line revenues can make a significant contribution to your bottom line.

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