2020 VISION

5 Ways to Improve Your Outlook and Your Profits Using DTN Six Factors®
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1. Get Proactive
Managing Risk

If U.S. weather is close to normal in 2020, we are going to see increased plantings and big crops – a recipe for lower crop prices ahead.

Look for opportunities to make up to 50% cash forward sales for corn and soybeans early in 2020 and consider adding inexpensive new-crop put options to supplement crop insurance protection.
2. Know Your Numbers

One of the advantages farmers have in the market is they know what it takes to grow the grain and what the grain is worth. Make sure you know your farm’s numbers so that you know the difference between a good price and a bad one. In times of surplus, good pricing opportunities don’t last long.

DTN Poll
What is your average cost of production?
A. $3.00 or below
B. $3.00–$3.50
C. $3.50–$4.00
D. $4.00 or above

Your Numbers at a Glance
Did you know you can run your farm’s numbers through the Profit Calculator on MyDTN to easily get your break-even? Try it today with a free 14-day trial. Visit the link below to set one up:

www.dtn.com/feb-pf

Profit Calculator Sample
Crops
Farm/Enterprise Name
MM Farms
Field Name
NW80
Crop
Corn
Additional Label

Actual vs. Scenario?
Total Acres
78.3
Irrigated or Dryland
Dryland
Average Yield Per Acre
197
Average Profit Per Acre Goal
$27.85
Bushels Used for Feed
0
Guaranteed Bushels Applied Toward Rent (Bartered)
0
Average Expenses Per Acre
Seed
$95.41
Fertilizer
$102.75
Chemicals
$33.10
Insurance
$12.00
Other Line Item Expenses
$0.00
Other Cost/Acre
$0.00
Total Input Costs/Acre
$247.26
Land Expense
$157.67
Machinery Op. Expense
$125.18
Interest Expense
$3.83
Total Fixed Expenses/Acre
$286.68
Total Costs/Acre
$533.94
3. Watch for Surprises

Even in years of bearish surplus, unexpected price rallies can occur for a variety of reasons, often without warning. If the market wants to give you a gift, be ready to take it.

**Possible surprises to create rallies:**

Adverse weather is the usual source of surprise and comes in many forms – domestic and foreign. The corn chart shows four surprising price rallies in five years when corn supplies were bearish. All four of these were weather-related surprises.

- A hot and dry spell in the U.S. in 2015 and 2016
- Drought in Argentina in 2018
- Our wet planting problems in 2019

Other examples:

- Disease outbreak – Swine Flu, Bird Flu, etc.
- International conflict
- A category of unpredictable events like Chernobyl
4. Make Education a Priority

For anyone who thinks farming isn’t rocket science, we beg to differ. Take advantage of opportunities to learn more about soil health, the crops you grow and cost-effective ways to get higher yields.

DTN Market Strategies is an excellent aid for learning how to get higher prices for the crops you grow. Learn more on page 8.

**Daily MyDTN Content**
The DTN award-winning editorial and analysis teams keep customers on top of market activities with in-depth articles, timely market analysis and commentary. It focuses on what you need to know each day to make the best decisions for your operation.

**DTN Institute**
DTN sets the standard in education and uses its specialized ag market expertise to bring exciting programs to you. Multiple courses are available including: Grain Basis Training, Trading Futures, and Technical Analysis for Agricultural Markets.

**Webinars**
Join us for our post-USDA report analysis with Todd Hultman, quarterly weather outlooks with Bryce Anderson, as well as webinars on a variety of seasonal topics important for your farm.

**DTN Ag Summit**
Each year farmers join us for DTN Ag Summit – ag’s premiere farmer-focused business conference. Attendees interact, network and learn from the industry’s best and brightest.

www.mydtn.com
www.dtn.com/agclasses
www.dtn.com/events
www.dtn.com/agsummit
5. Stop Listening to the Crowd

You will never buy low or sell high by listening to the crowd. Once again, many did not take advantage of corn’s higher prices in June 2019 to make sales because they were hypnotized by predictions of $6.00 corn.

Review the four previous points, pay attention to DTN Market Strategies and become an informed contrarian. This year, give yourself a chance to capture a higher price.

### Historical DTN Market Strategies

- **2018**
  - Corn production was sold at an average of $4.05/bushel (New-crop futures prices)
  - Soybean production was sold at an average of $9.78/bushel (New-crop futures prices)

- **2019**
  - Corn production is 50% forward sold at an average of $4.31 (December futures)
  - Soybean production is 50% forward sold at an average of $9.41 (November futures)

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Who You Should Listen To...

“With the DTN Market Strategies part of MyDTN, I was able to sell on a day where my local basis was extremely favorable.”

Ron Shernikau, Nebraska

“We used all of their advice and were just totally happy with what’s taken place. It’s real simple, just follow their advice. They’ll tell you exactly what’s going to happen.”

Ethan Zoerb, Nebraska
The DTN Six Factors

Market trading strategies often look great on paper until they're put to the test. That's when the market changes.

Frustrated with bad market information, DTN designed the Six Factors Market Strategies. Those six factors remain the same today.

**The strength of the six factors taken together is that they look at the market in a disciplined way from several different, yet important perspectives.** Those perspectives help keep in check the many biases that any analyst, or group of analysts, can subconsciously bring to their market view.

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Get alerts! You can set up customized alerts through MyDTN + be the first to know when there is a strategy change.

Improve your marketing in 2020. Try a free trial of MyDTN and DTN Six Factors.

www.dtn.com/feb-pf
How Does DTN Gather Cash Grain Bids?

It’s important to track commodity futures prices. Everybody likes to check the “Board” to see where grain markets are heading.

But on the farm, cash is king — cash grain prices, that is. That’s why one of the foundations of DTN proprietary markets analysis is our in-house cash grain bid gathering system.

Each market day, more than a dozen folks on the DTN grain bid team talk to elevators, ethanol plants, and scour the internet for real-world cash grain prices from around the U.S. and Canada. Rather than relying on “scraping” bids from websites, DTN continues to gather bids the hard way, by talking directly to real people who set the prices at each location.

Because of the extra effort, we collect bids where others can’t, giving DTN a wide view of North American markets. DTN analysts then use the data that is collected to create our proprietary DTN Six Factors look at the markets.

One of the side benefits to physically calling locations is we get an on-the-ground feel for how things are going across the country. When snows are shutting down the dump pit, or when train backlogs are choking the system, we hear about it. That information is relayed to analysts and reporters, who sit just a short distance from where the grain bid team is hard at work.

All this fresh information and insight is available to DTN subscribers each and every market day.