



Know-Risk™

Your complete solution for crop marketing.

Know-Risk™ puts powerful commodity solutions in your hands, so you can be proactive in the market and protect your margins. Our advisors will coach you and give you a comprehensive set of tools to track and analyze your market position and overall profit. You'll have total visibility over your entire operation, plus the mentorship and support you need to get better every year. You'll always be in touch and in control – and if you're away, your personal advisor can monitor and help execute on your behalf.



Customized market plans

- Work together with an advisor to develop a customized plan tailored to your cash flow, risk tolerance and margin objectives
- Market positions automatically sync with your current crop plans in My Farm Manager®
- Get an accurate picture of your financial position



Account management

- Capitalize on time-sensitive market opportunities with expert advice specific to your farm
- Dashboard monitoring: track key performance indicators for each of your crops
- Track your profit and time triggers and receive alerts when targets are reached



Workshops and training

- Build your knowledge with webinars, workshops, daily market reports and one on one meetings with an advisor
- Discover how changes in price, yield and contract scenarios will affect your overall profit margins
- Capture time-sensitive market opportunities

Select a package

	Premium	Standard	Market Outlook
Personal advisor and bi-weekly strategy meetings Your advisor will touch base with you every two weeks to review plans and targets and capture time-sensitive market opportunities.	✓		
Physical grain delivery strategy Physical marketing strategy development and assistance in negotiating and executing, including variance in discount schedules relative to quality parameters.	✓		
Regional basis strategy and execution Your advisor helps you incorporate, monitor and execute basis targets specific to your regions including basis seasonality and current trends.	✓		
Regional price and marketing insights Regional price discovery for delivery locations and market fundamentals with localized supply and demand analysis.	✓		
Your farms hedge plan report Snapshot of current hedge plan status and customized recommendations for unpriced and partially priced crops.	✓		
On-farm visits An advisor visits your farm to learn about your operation and review cash flow, hedge plans, storage, risk tolerance and margin objectives.	✓		
While you are away services Includes monitoring your market plan and assistance communicating with your elevator.	✓		
Custom crop marketing plans Farm specific marketing plan entailing cash flow, risk tolerance and margin objectives.	✓	✓	
Advice from experts Touch base with a team of market experts as required.	✓	✓	
Powerful margin & marketing tracking software All your farm, all in one place® - track expenses, positions, inventory, margins and hedge plans through My Farm Manager.	✓	✓	✓ <small>(Hedge plan & profit analysis not included)</small>
Exclusive news feed & ancillary market coverage Access over 20 industry specific daily and weekly market reports including fertilizer and diesel with both global and localized market intelligence.	✓	✓	✓
Small group workshops Advance your knowledge of crop marketing strategies and tools.	✓	✓	✓
Market outlook webinars Stay up-to-date with monthly webinars focused on current market trends and opportunities, as well as educational topics.	✓	✓	✓

The trading of derivatives such as futures and options may not be suitable for all investors. Derivatives trading involves substantial risk of loss, and you should fully understand risk prior to trading.

Let's get to work. Together.

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