

# 8 Steps in 8 Minutes

Steve's corn just traded at today's market high.

## MarketPoint® resource Quick Reference

**1** Go to [www.marketpoint.pioneer.com](http://www.marketpoint.pioneer.com) and click on the Returning User button.

Enroll Now!

Returning User

**2** Log in with your username and password. Call 888-393-6471 with questions.

**3** From the Home Page, click on the Local Cash Bids link.

[Click for local cash bids](#)

Your local bids page appears, showing you...

- Current prices from multiple buyers.
- Cash and basis bid views, updated with the market.

2008 Crop Year					
	Delivery Period	North Bend , NE (0.00mi.)	Fremont, NE (13.06mi.)	Fremont, NE (13.06mi.)	Schuyler, NE (14.64mi.)
Quick Offer...	May 01 - 15, 2009	3.8625	3.9125	3.9225	3.8425
Quick Offer...	May 16 - 31, 2009	3.8625	3.9125	3.9225	3.8425
Quick Offer...	Jun 01 - 15, 2009	3.8725	3.9125	3.9325	3.8525
Quick Offer...	Jun 16 - 30, 2009	3.8725	3.9125	3.9325	3.8525
Quick Offer...	Jul 01 - 15, 2009	3.8925	3.9725	3.9625	3.8725
Quick Offer...	Jul 16 - 31, 2009	3.8925	3.9725	3.9625	3.8725

**4** Click on the Update Profile tab, to view the Freight Costs page.

Input transportation costs, so your asking prices include the right freight to each buyer.

- Click on **Request** to add a buyer, and **Remove** to remove a buyer.
- Clicking the calculator icon will give you a starting point for freight rates (miles are "as the crow flies" and rates do not include the fixed cost of loading the truck).
- Click on the cents / bushel box in the Delivered column and adjust freight rates by using the up/down arrows. Remember to SAVE your changes.

Location	Mi.	Delivered
Leigh, NE	25.39	0.15
Columbus, NE	26.03	0.15
Columbus, NE	26.03	0.15
Columbus, NE	26.03	0.15
Columbus, NE	26.03	0.15
Bellwood, NE	26.13	0.16

**5** Click on the Target Calculator tab.

Calculate your profitable on-farm target price for old crop and new crop by inputting production costs, desired profit, and average yield. Write down these prices for future reference.

Target Price Calculator

If you know your approximate cost per acre and your yield per acre, you can calculate the target price needed to generate your desired profit.

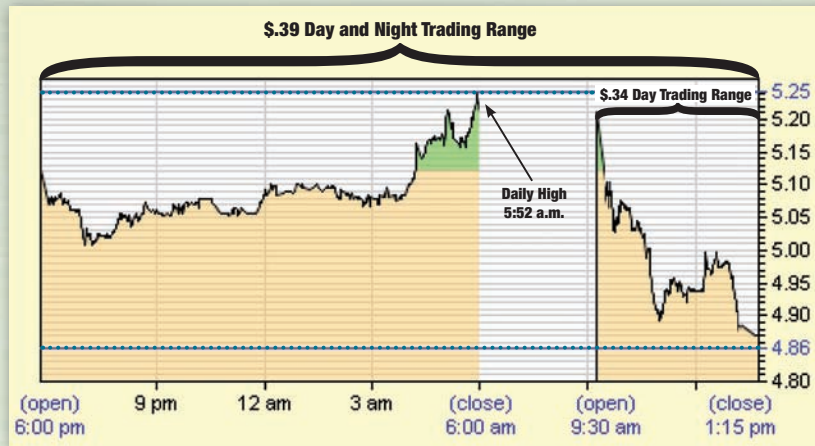
Est. Production Cost/Acre: 475 + Desired Profit per Acre: 200 = Estimated Yield per Acre: 200 = Target Price: \$3.38

Set the values above to calculate your target price.

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## 6 Understand the Market Map.

- Using traditional methods, most contracts are priced during the day. In this example from 9/30/2008, there was a \$.34 trading range between 9:30 - 1:15.
- Including the night session (6 p.m. to 6 a.m.) there was a \$.39 trading range and the high occurred at 5:52 a.m.
- Growers that priced bushels during the day received between \$4.86 and \$5.20.
- Growers that set a target of \$5.25 on MarketPoint resource matched the daily high at 5:52 a.m., and improved their price by a minimum of \$.05 and maximum of \$.39 per bushel.
- Buyers can use MarketPoint resource to hedge matches almost instantly using e-Pit<sup>SM</sup> technology, day and night.



## 7 Make an Offer – Put MarketPoint resource to work for you.

- From the Home Page, click on the Make an Offer button.
- Follow the steps within the offer wizard.
- Set an On-Farm Target Price (calculated in step #5).
- Select one or multiple buyers and click Finish.
- Repeat the process for additional new crop / old crop offers.

© Create a Firm Offer to Sell (Step 5 of 6) Close

Crop Year: 2009 Delivery Period: Oct 1-15, 2009  
 Commodity: #2 Corn Grade: Pioneer HTF/HAE  
 Quantity: 10,000

Your offer will expire at 5pm CST on 6/14/2009.

**On Farm Target Price ( \$/bushel ):** 4.05

- Use this value to adjust your desired "On Farm Target Price". All of the target prices below will adjust, taking into account the freight costs that you have set for all of the locations.
- After setting your "On Farm Target Price", choose 1 or more of the locations below. You may adjust the target individually if you like. You will be able to edit your Target cost after your offer has been posted.
- If you choose multiple locations and your offer is purchased at one location, the offers to all other locations will be cancelled.

Select delivery location(s) and specify target amount:

Company	Delivered Bid	Delivered Target
Fremont	\$4.0350	<input type="checkbox"/> 4.12
Palmyra	\$3.8650	<input type="checkbox"/> 4.07
Adams	\$3.8650	<input type="checkbox"/> 4.07
Brownville	\$3.8650	<input type="checkbox"/> 4.05
Tecumseh	\$3.8650	<input type="checkbox"/> 4.05
Waverly	\$3.8650	<input type="checkbox"/> 4.24
Columbus	\$4.1850	<input type="checkbox"/> 4.20
Bellwood	\$3.8650	<input type="checkbox"/> 4.21
Brainard	\$3.8650	<input type="checkbox"/> 4.19
Howells	\$3.9650	<input type="checkbox"/> 4.14
Fremont	\$3.9950	<input type="checkbox"/> 4.12
Garrison	\$3.8550	<input type="checkbox"/> 4.21
Mead	\$3.8850	<input type="checkbox"/> 4.18
North Bend	\$3.9250	<input type="checkbox"/> 4.10
Schuyler	\$3.9050	<input type="checkbox"/> 4.14

## 8 Click on the Listings tab. MarketPoint resource will track your freight-adjusted offer, 24/7, in real-time.

- Click on magnifying glass to view details.
- Once approved, your offer is active in real time day and night.
- Monitor thousands of price and basis changes every day.
- Let the market come to you versus trying to time the market.
- If your asking price matches a buyers bid, your trade is confirmed. The remaining steps to delivery follow the buyer's normal process.

Offer ID	Buyer	Freight	Ask	Bid	Diff
2250	Fremont	2.07	4.12	4.050	0.050
	Columbus	5.15	4.20	4.020	0.170

Explore the website for many other useful tools and information, including:

- Morning and Afternoon Daily Commentary by industry-leading analyst Duane Lowry.
- ProActive Farms Reports and Alerts (Duane Lowry farm-based outlook and price targets).
- Tick by tick electronic futures and charting capabilities.

**Market Commentary**

- 5/7/2009 ProActive Farms Alert **NEW**
- 5/15/2009 Closing Grain Summary
- 5/15/2009 Morning Grain Outlook
- 5/1/2009 ProActive Farms Report
- 4/20/2009 ProActive Farms Report
- 3/23/2009 ProActive Farms Alert
- 3/19/2009 ProActive Farms Alert
- 2/25/2009 ProActive Farms Report

