

MPowerD™ Three Unique Features Producers Love

May 10, 2018

Three Unique Features Producers Love about 2019 MPowerD

1. Use 2019 MPowerD to establish your minimum price, revenue and margin on 110% of the most acres planted in the last 4 years. Only pay for acres planted. Pay in October 2019.
2. Two trading session “look-back” on Market Price. Where else can producers get the price from two trading sessions ago?
3. Choose up to 12 Alternative Discovery Periods and be deep into the current interval before the buying deadline. Sure, they can sign up for the elevator’s average price programs or scale into cash sales or hedges incrementally, but why? Why do that when you have a better and cheaper alternative called MPowerD.

Waiting until the projected price is established to know your minimum margin and revenue guarantee exposes your customer’s farm, family, and future to unknown and unpredictable financial risks. Establishing a minimum crop insurance margin with MPowerD whenever the Market Price presents the opportunity to achieve minimum margin goals allows your customer to take less risk while leaving the opportunity open to make more revenue. By the way, December 2019 corn was over \$4.20 last week.

Use one, two, or all methods above. Establish minimum margin whenever the MPowerD price provides opportunity to meet the first goal of locking out the bottom side risk.

Have you told your producers there is a product called MPowerD available to them right now that allows them to set a minimum price on 2019 corn on up to 95% of whatever they end up planting for 2019 (up to 110% of the most acres ever planted) at some of the highest prices corn has been at in three years?

Have you shown your producers picking May, June, and July Alternative Price Discovery Periods the year before the crop is planted has resulted in their MPowerD Minimum Price exceeding projected price by an average of \$.51 per bushel on corn and \$1.16 on soybeans? This is a much better average performance than choosing growing season intervals after the crop is planted in 2019.

Have you used the MPowerD estimator in www.agentevantage.com to graph your producer’s yields vs. the MP county yields to see if they are a candidate for an area plan of coverage?

Did you know that 8 out of 10 producers that have been shown these MPowerD features, want to use this product?

Additionally, once producers have a Minimum Margin established they can look for opportunities to cover costs and then take the most they can out of the market by buying up their MPowerD Price until April 1, 2019.

Please contact your Marketing Rep to schedule a late spring or summer local producer meeting to review all the features of MPowerD that we know they will appreciate and utilize once they know that you have this great resource available to help them take less risk and make more revenue.



NAU Country Insurance Company Corporate office

Phone: 763.427.3770

Toll Free: 800.942.6557

