

RPowerD™ - Summer Producer Meeting Planning

May 22, 2018

It's not too soon to get summer producer meetings lined up. What do agents have to talk about this summer?

The usual:

1. Crop Production and S&D Outlook for 2018.
2. Weather Outlook.
3. Market Price Outlook for 2018 & 2019.



The new:

4. Farm Bill update.
5. Crop Insurance proposed changes such as, multi-county enterprise units and production reporting dates.
6. Introduce the Margin Protection Policy – MP-HPO - SCD of 9/30/18 for 2019 crop.
7. Show how RPowerD can be used to establish a Minimum Price and Revenue on anticipated 2019 crops better than all the alternatives right now.
8. Reminders of key dates, proper documentation of harvest records, and reviews of claims process.

Meetings can be in person or webinar format. Speakers can show up live or connect via video links. Technology today allows agents to have some the best speakers and subject matter experts at their meetings, even if those people are not on site.

Bottom line, agents who tangibly demonstrate they are the go-to resource, in order to help their producers take less risk and make more revenue, position themselves to maintain and grow their market share.

If you need resources to cover any of these topics at your local meetings please let your representative know right away as schedules are getting full.

2019 RPowerD Price for Corn today is \$4.19 and Soybeans jumped up to \$9.88 1/2. Check RPowerD Price anytime at www.AgenteVantage.com.

Crop Progress data found the expected amount of corn planting. 81% of the U.S. crop was deemed planted, advancing 19% last week, and is now caught up to "normal". That would imply 16.7 million acres left to plant with "Final Planting Dates" looming in the Northern Plains on May 31, 2018. Soybean planting progress advance from 35% to 56% complete this week vs. 44% avg. for this date. Bean emergence is 26% vs. 10% last week. 6-10 & 8-14 day outlook maps are still leaning hot & dry, with rain in the 5 day map outlook.



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