



# Commercial Grain Marketing Overview

S – Success

E – Enrichment

E – Economic

D – Development

November 18 , 2021















# Commercial Grains

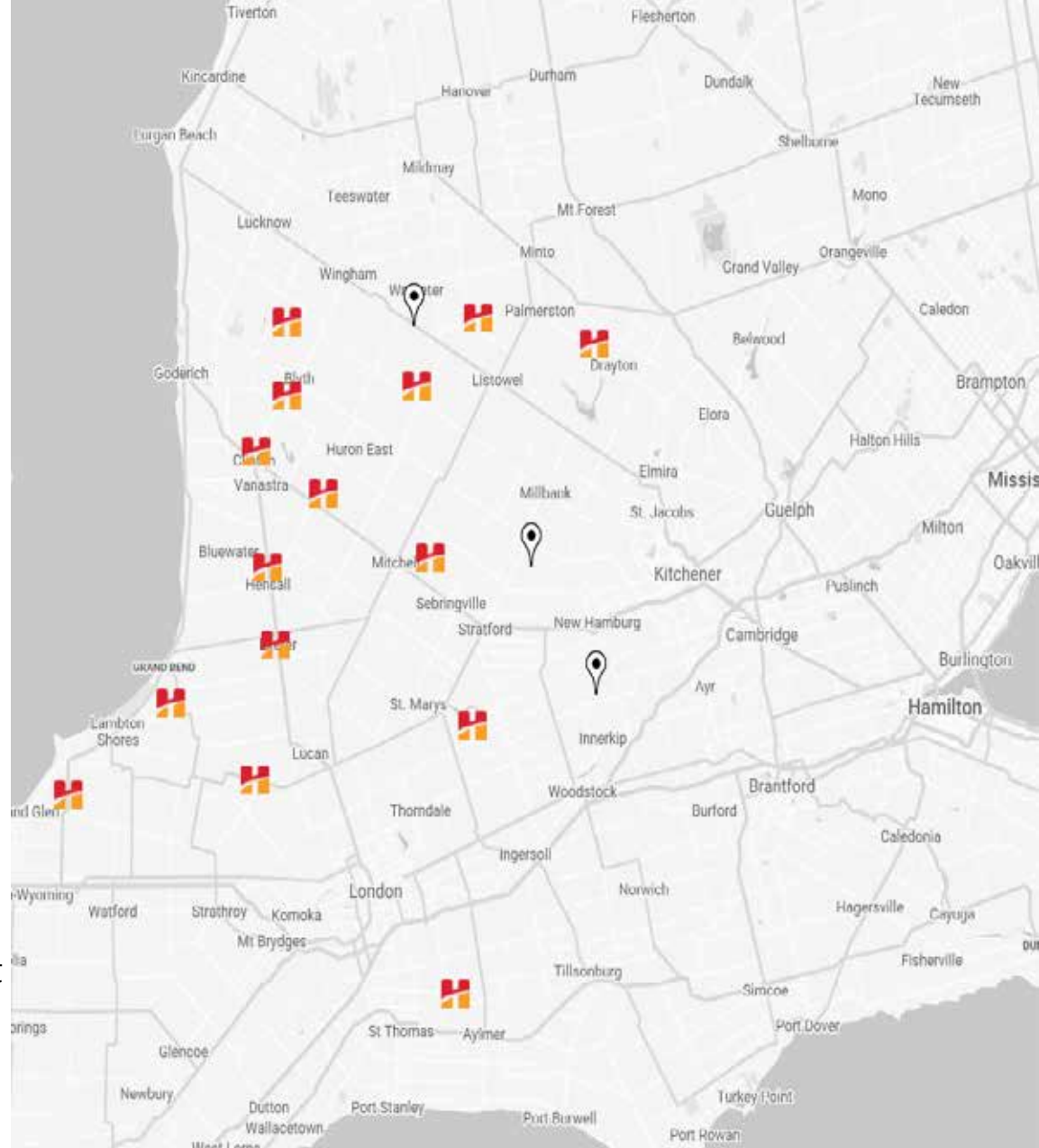
We are a full-service commodity marketing team. As a farmer-owned co-operative, we are passionate about providing today's producer with the opportunity to market their crops in a way best suited for their farming operation. Whether we buy commodities delivered to one of our elevators, off-farm, or direct to end user. These options offer a way to diversify a marketing plan to help maximize return for individual producers under the current market conditions. Hensall Co-op also offers value added contracts for commodities such as our IP Soybean program.



# Our Locations

## Receiving Grains

-  Hensall
-  Ailsa Craig
-  Aylmer
-  Brussels
-  Clinton
-  Drayton
-  Exeter
-  Forest
-  Greenway
-  Kurtzville
-  Lakeside
-  Londesborough
-  Mitchell
-  Seaforth



**Satellite Receiving Locations:**  
 Stoneridge Custom Farming Ltd - Bright  
 Bacon Crest Elevators – Gads Hill  
 Drudge Elevators - Wroxeter



# Markets Today:

Our website

<https://hensallco-op.ca/Cash-Bids.htm>

Cash Bids section is updated throughout trading hours (10 min. delay).

Market Closes at 2:15pm.

- § Current Cash price per bu or mt
- § Monitor Daily Market Movement
- § Monitor Basis Levels
- § Charts

Twice a day posting of relevant market comments using the following Platforms.

- § Email
- § Text
- § Follow us on Twitter



@HDCGrain



Subscribe to our Newsletters

Cash Bids	Futures	News	Headline News	Weather		
<b>Hensall Co-op Cash Bids</b>						
Location: <input type="text" value="Ontario"/>						
<a href="#">#2 Yellow Corn</a>   <a href="#">Soybeans</a>   <a href="#">Soft Red Wheat</a>   <a href="#">Soft White Wheat</a>   <a href="#">Hard Red Wheat</a>   <a href="#">Hard Red Spring Wheat</a>   <a href="#">Barley</a> <a href="#">Show All Commodities</a>						
<b>#2 YELLOW CORN</b>						
Delivery	Cash Price	Futures Month	Futures Price	Futures Change	Basis	Converted Price (Tonnes)
2020 Crop	6.87	@C1H	541'6	-1'2	1.45	270.36
2021 Crop	5.37	@C1Z	446'6	-0'2	0.90	211.31
2022 Crop	4.92	@C2Z	411'4	0'2	0.80	193.49
<b>SOYBEANS</b>						
Delivery	Cash Price	Futures Month	Futures Price	Futures Change	Basis	Converted Price (Tonnes)
2020 Crop	16.99	@S1H	1363'6	9'0	3.35	624.17
2021 Crop	14.27	@S1X	1151'4	1'0	2.75	524.14
2022 Crop	12.54	@S2X	1028'6	1'6	2.25	460.67
<b>SOFT RED WHEAT</b>						
Delivery	Cash Price	Futures Month	Futures Price	Futures Change	Basis	Converted Price (Tonnes)
2020 Crop	7.76	@W1H	636'2	-8'4	1.40	285.22
2021 Crop	7.34	@W1N	624'2	-5'6	1.10	269.79
2022 Crop	7.05	@W2N	605'0	-3'4	1.00	259.04
<b>SOFT WHITE WHEAT</b>						
Delivery	Cash Price	Futures Month	Futures Price	Futures Change	Basis	Converted Price (Tonnes)
2020 Crop	7.76	@W1H	636'2	-8'4	1.40	285.22
2021 Crop	7.54	@W1N	624'2	-5'6	1.30	277.13
2022 Crop	7.25	@W2N	605'0	-3'4	1.20	266.39
<b>HARD RED WHEAT</b>						
Delivery	Cash Price	Futures Month	Futures Price	Futures Change	Basis	Converted Price (Tonnes)
2020 Crop	7.81	@W1H	636'2	-8'4	1.45	287.05
2021 Crop	7.59	@W1N	624'2	-5'6	1.35	278.97
2022 Crop	7.25	@W2N	605'0	-3'4	1.20	266.39

# Direct Deposit for your Grain Settlement

What is needed to set up this option on your account?

§ A valid e-mail address

§ A void Cheque to the account you would like funds to be deposit to.

Will I still receive a settlement statement?


§ Yes, settlement will be emailed.

§ Funds are delivered in a secure, fast and efficient manner.

(4 business days)

§ No need to wait for snail mail.



 HENSALL CO-OP  
1 DAVIDSON DRIVE PO BOX 219  
HENSALL ON N0M 1X0 CANADA  
PHONE: (519) 262-3502  
FAX: (519) 262-2317

To streamline our accounting processes and ensure our producers are paid in a timely and efficient manner. We are now offering **Direct Deposit for Grain Settlements**. Hensall Co-op is now introducing direct deposit as a new form of payment for your grain settlements. To set this up all we need from you is a void cheque and the following contact and banking information:

Bank Institution Number: \_\_\_\_\_  
Transit Number: \_\_\_\_\_  
Account Number: \_\_\_\_\_  
Full legal name on the account: \_\_\_\_\_  
Contacts name: \_\_\_\_\_

**E-mail address for Payment information:** \_\_\_\_\_

*Please contact your IT department or Internet Service Provider (ISP) to ensure the following email address [donotreply@hdc.on.ca](mailto:donotreply@hdc.on.ca) is a member of your trusted domain. This will ensure emails concerning EFT payment details will not be considered spam or junk mail by your email server or ISP.*

*Going forward, should your banking information and/or contact information change please advise us as soon as possible.*

What does this mean to you? Direct Deposit means no hold on funds deposited to your account. No longer will you have to wait for the cheque to arrive to deposit and get access to your money. Please allow 4 business days for deposit directly into your bank account.

We respect and adhere to the privacy laws in Canada.

If you have any questions, please feel free to contact Sarah Shapton Ext. 312 or by email at [sshapton@hdc.on.ca](mailto:sshapton@hdc.on.ca).

**Please attach a Voided Cheque.**

Sarah Shapton  
Grain Marketing/Producer Services  
Direct Line: 519-262-3511 ext 312  
Cell: 226-268-1292  
Toll Free: 1-800-265-5190  
Hensall Co-op | [www.hensallco-op.ca](http://www.hensallco-op.ca)

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# Electronic Grain Tickets

## Sample of generated e-mail ticket:

HENSALL CO-OP GRAIN DELIVERY NOTIFICATION

For Customer – 111111 (Your name here)

Ticket – HZ111111

Delivered to - HENSALL GRAIN (or applicable Hensall Co-op location)

Gross MT - 64.020

Tare MT - 18.820

Unloaded - 45.200

Commodity – Insert commodity being delivered

Dockage - 0.0

Grading Factors

MO 13.3

SCREEN 95.8

COLOUR 2.5

CSC 11.0

GRADE 2.0

GMO 0.0

PURITY 100.0

FM 0.0

**Upon weigh out through a Hensall Co-op receiving location, you will receive an update email with your load (ticket) information.**

- § **Great for having a back-up of tickets, as paper sometime goes missing.**
- § **Great tool for those who share crop. Keep track of split loads.**
- § **Any concerns, questions or spilt errors may be addressed right away.**

# Corn

- Chinese buying is going to be key to our export out of US. Do they continue to find enough corn in the Black Sea region to keep them out of the US.
- Ethanol margins remain strong and will help to drive domestic demand should keep values supported.



# Soybeans

- South American crops size, crop has gone into the ground in good shape. Do we start to see private analyst raise crop production?
- Chinese demand over next 6 months is going to be key if we are going to get an increase in usage out of China. Early indications are they might struggle to meet last years number for crush production.
- Crush margins are driving crush in the US on the back of high oil prices. If crush margin fade at some point that will be negative to the soybean complex.





# Wheat



# FOB Farm Grain

- With strong ethanol and soybean crush margins basis coming out of harvest could firm as market will try and pull bushels from the bins.
- Flat price target orders will be key going forward as values might pop and then push back down quickly. There is a lot of grain out there that will fill the market up quickly if cash targets are hit.

# Marketing Tools

- Ø **Marketing is a tough job. It's always a trade-off between what the market offers and what you need or want. It's all about managing your risk.**
- Ø **Gain Knowledge on the diverse marketing tools available to market your commodity. There are more options than just cashing to the market and or storing at harvest. Call your local Hensall Co-op Grain Marketer to discuss options that fit your operation.**
  - Ø **Forward Contracts**
  - Ø **Basis Contracts**
  - Ø **Deferred Payment**
  - Ø **Extend time horizons. Sell by flat pricing carries for those with on farm storage.**
  - Ø **Hensall Co-op, IP Soybeans program. Add a premium to your product!**
- Ø **Involve your spouse, business partner etc. 2 or 3 heads are better than one.**
- Ø **Know your cost of production. This helps to know where to start selling for a profit. Write down a plan on paper. Allow for some flexibility.**
- Ø **Devote a few minutes each day to keep up with the markets. Daily news headlines more and more are behind the moves of the day.**
  - Ø Check out <http://www.hdc.on.ca/grain-marketing.html> link to monitor prices.
  - Ø Off Farm Bid sheet, published on Friday after the close, sent in e-mail format.
  - Ø Daily market updates available via e-mail, text message, and posted to Twitter.
- Ø **Sell incrementally. Example break each crop into 5 chunks.**
  - Ø **This takes away the pressure of trying to hit "the High"**
- Ø **Use/Place open orders to capture values when they present themselves.**
  - Ø **If markets happen to go on a run while your on vacation or unable to monitor daily prices.**
  - Ø **Prices might only "hit" very briefly, helps to maximize the sometimes short opportunity to forward book at the price wanted.**



# Thank-you

## We grow ...

**Business  
Community  
Employment  
Opportunity  
Together**