

RGC LLC Marketing Reference Guide

Crop Year	Corn	Beans
	Z - Dec	X - Nov
	H - March	F - Jan
	K - May	H - March
	N - July	K - May
	U - Sept	N - July
		Q - Aug
		U - Sept

Terms		
	Long	Ownership - bought
	Short	Sale - Sold
	Bull(ish)	Markets or indicators favor a rise or increase in prices
	Bear(ish)	Markets or indicators toward lower prices

Options				
	Call	The right, but not obligation to buy product		
		Long Call	Bullish	Expect markets to rise
		Short Call	Bearish	Expect market s to fall or sideways
	Put	The right, but not obligation to sell product. Purchase for markets to fall.		
		Long Put	Bearish	Expect markets to fall
		Short Put	Bullish	Expect markets to rise or trend sideways

Strategies		
	Bull	Call Spread Re-Own Explosion
	Bear	Short Put Spread

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|---|
| <ol style="list-style-type: none"> 1. Diversify 2. Know expenses 3. Utilize disciplined programs 4. Follow plan |
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- Basis Setting**
1. Prepare and know the competitor's bids
 2. Ask when they would want the grain
 3. Use a range. If you want -23, range it at -19 to -21
 4. Use loss aversion. "Can you go without these bushels?"
 5. Give them a chance of future business