

# March 2021

## Hartmann Farms

### Contact Us

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Thank you for all of the business this past year. Unfortunately, due to the ongoing concerns with the COVID-19 virus, we will not be having our winter meeting. We are planning to have some form of a meeting this summer.

Last year was certainly a challenging year, a rollercoaster of emotions and uncertainties. The year started very promising; after all, farmers are eternal optimists. Markets looked like they had finally turned the corner, and the long-range weather forecast looked favorable. Between COVID-19

slowing the economy to a standstill (ethanol production collapsed), on and off again



One bright spot was our local yields, but marketing during these times has been very difficult. There was little opportunity to forward contract at a profit. Most early sales were made to meet cash flow needs. Old crop prices are currently well above cost of production

making sale's decisions much easier than we have seen for some time. This past year was one of those uncommon years

where the price increased throughout harvest. For those of you that sold your grain before the end of the year, you're not alone - most of us did. Historically that's a good marketing decision. Of the 2020 harvested grain that came into our facility, 86 percent of the corn and 97 percent of the soybeans were sold before the end of December.

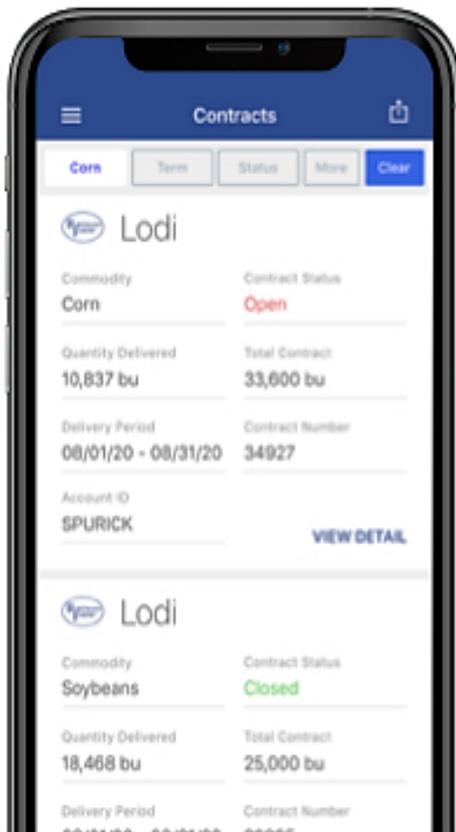
Now it's time to look forward to the 2021 harvest. We have some very strong markets; take advantage! There are many scenarios that one could paint that would suggest that the markets could go higher or much lower, but remember that selling at a profit is never a bad sale.

### PUT TARGET OFFERS IN!

Remember all those Target Offers that were put in during last year's winter meeting? Of those that kept their orders in, they all were filled. At some point, the market gives you opportunities to sell at a reasonable price - have target offers in. If you would like to work on a marketing plan, give us a call. We are here to help.

Looking for some resources to help your marketing? Check out our website ([hartmannfarmsgrain.com](http://hartmannfarmsgrain.com)) or our Hartmann Farms App. Both are there to help improve your efficiency and profitability. Our website delivers in-depth market analysis, providing you with the knowledge to make informed decisions. The Hartmann Farms App digs deeper into your personal account. It shows the status of your individual contracts, real-time scale tickets, and much more. Both are good ways to check the futures market and our local market.

It's going to be a great year. Don't be afraid to call our office. We are here to help in any way we can.



## NEW! Hartmann Farms App

The Hartmann Farms App is available for download! The **FREE app** will allow you easy access to information including electronic scale tickets, contracts, commodity balances, cash bids, futures, push notifications and eSign for contracts.

Enjoy easy access to:

**Scale tickets**

**Contracts**

**Futures**

**Cash bids**

**Commodity Balances**

**Notifications**

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## MOVING ON!!

The year 2020 left us with many “gifts.” For many of us, the best of which is that it’s over. It was an emotional year that seemed overwhelming at times, but the good news is that we are now moving on to 2021 and beyond.

It was a challenging year for marketing crops. Many felt out of sync with the markets and felt they experienced extraordinarily little success. But was this reality or perception? Selling and having prices go higher (sometimes much higher) can lead to beating yourself up, but higher prices after a sale does not mean the sale was bad.

The market may present different challenges in any given year, but the job is the same. You will raise a crop, you will harvest a crop, and you will sell grain (though selling does not have to come last). The selling decision tends to cause anxiety as producers struggle with the fear of being “wrong.” Missing the high of the market, selling too soon, waiting too long, selling too little at a good price – these can all feel like mistakes.

The key to successful grain marketing is not to judge your selling decisions as right or wrong, but rather to make profitable sales and then move on to the next one. Regretting a decision does not mean that the decision was bad. If you sold at a profitable level, the sale was a good one.

Moving on is keenly important because you always have more to sell, be it for this crop or the next. If you make a profitable sale only to see the market rally, you now have the opportunity to make an even better sale.

As you move forward, follow these good marketing habits:

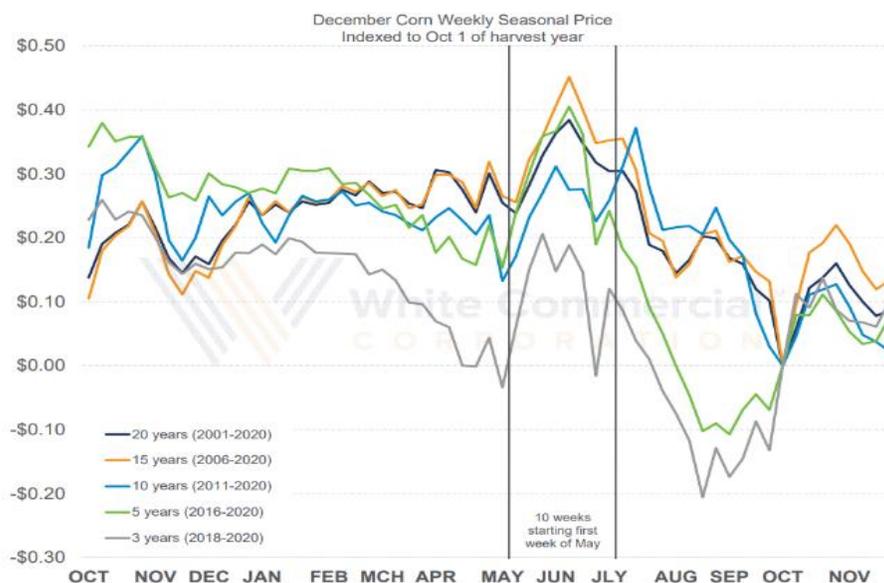
1. **Think profit.** Know your costs and try to generate revenue above them.
2. **Expose yourself to opportunity.** Always have offers in to sell at profitable levels.
3. **Move on.** Focus on the next sale as opposed to the last one.

Of course, some decisions are better than others, but stop judging them by unforeseen outcomes. Make decisions based on good information at the time and move on to the next. Focusing on the outcome of past decisions is a good way to miss opportunities in the present.

Successful grain marketing is not about judging decisions as wrong or right; it’s about making the best decisions possible and moving onto the future decisions.

## Average Price Contract

Hartmann Farms will offer an average price contract to all of our producers. This is a 10-week December futures average. Please call to get signed up!



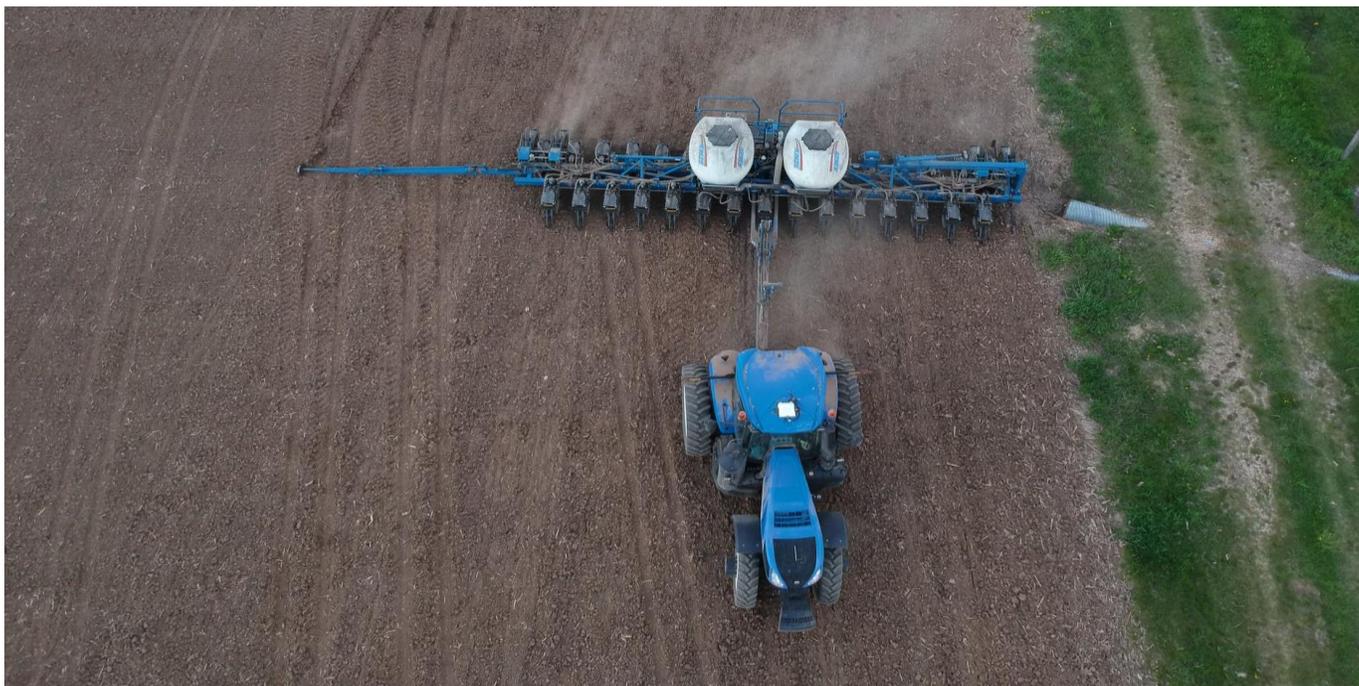
## Spring Is Just Around the Corner

The cold winter months are almost behind us and now is the most important time to ensure grain quality is at an optimal level. Stored grain temperature increases in the spring not only due to an increase in outdoor temperatures but also due to solar heat gain on the bin. Solar energy produces more than twice as much heat gain on the south wall of a bin in spring as it does during the summer.

It is recommended to periodically run aeration fans to keep the grain temperature near or below 30 degrees, and below 40 degrees as long as possible

during spring and early summer if the grain is dry. The best time to do this is on cold nights with low humidity.

If it hasn't been done already, be sure to core bins so foreign material does not create towering effects within the bin and corn remains free flowing. At the beginning take even amounts of grain from each bin. During your weekly bin checks, make sure none of the bins have an "off" smell to the corn or soybeans; please act sooner rather than later to avoid large docks or possible rejections when grain is shipped.



### Important Notice

Hartmann Farms, LLC participates in Wisconsin's Agricultural Producer Security program. If we fail to return your grain on demand, you may file a claim under this program. The program may reimburse you for the loss of up to \$100,000 worth of grain. For more information, you may contact the Wisconsin Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Dr., P O Box 8911, Madison, WI 53708-8911, phone (608) 224-4998.

Section ATCP 99.26(2)(a) of the Wisconsin Administrative Code – Grain Warehouse Keeper Disclosure to Producers.

Hartmann Farms, LLC participates in Wisconsin's Agricultural Producer Security program. If we fail to pay you for grain when payment is due, you may file a claim under this program. The program may reimburse up to 80% of the first \$60,000 of your allowed claim, and up to 75% of any additional amount. For more information, you may contact the Wisconsin Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Dr., P O Box 8911, Madison, WI 53708-8911, phone (608) 224-4998.

Section ATCP 99.14(2)(a) of the Wisconsin Administrative Code – Grain Dealer Disclosure to Producers and Producer Agents