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LeftField Commodity Research

Winnipeg, Manitoba

LeftField Commodity Research provides independent insight and analysis for Canadian and northern U.S. grain, oilseed, and specialty crop markets. LeftField's purpose is to produce value for its clients by drawing together information sources and revealing what is most important to marketers.

LeftField focuses on minor crops that tend to be overlooked in mainstream coverage. On top of the regular market analysis, LeftField also conducts economic research projects in the Canadian crops sector.

The challenge

"Because I spend most of my time looking at cash markets, I need to be able to track prices in multiple locations to understand price changes and direction," said Chuck Penner, founder of LeftField Commodity Research.

The solution

"I had used the company's DTN ProphetX for a number of years and am very familiar with its benefits," explained Penner. "I knew that it captured cash prices in North America, but wasn't sure how to get access to them."

He talked to his sales rep to find out more. "Brian told me that DTN/*The Progressive Farmer* had something that would provide this information. When I saw the cash markets module, it was exactly what I needed."

Penner selected DTN ProphetX Cash Markets Edition. The Internet-delivered solution delivers in depth insight into the cash grains markets' supply and demand situation. It provides complete, essential fundamental and technical information, plus powerful tools to help users clearly understand supply-side dynamics. This comprehensive market intelligence fosters confident, strategic decisions for financial, hedging, trading, and operational activities.

The results

"I like that it covers the cash prices for major crops, but also a large number of minor crops that I work with," said Penner.

"Its cash prices let me calculate basis levels for crops like oats and canola for the U.S. Northern Plains. This helps me easily compare values on both sides of the border," he said. "It also gives me access to prices for strictly cash markets — such as flax, sunflowers, pulse crops, and others."



Penner says he uses his solution to monitor and analyze North American, European, and Asian futures markets — and that he relies heavily on the charting capabilities. “It’s also a great source of market news from around the world,” he added.

“On top of the regular DTN ProphetX charting and news service, I use the DDE link feature to build spreadsheets that gather cash prices across a wide number of locations,” Penner said. “This allows me to analyze the data.”

The linked display helps filter data to create a strong contextual relationship, and a single click allows users like Penner to access all relevant information displayed in an intuitive, flexible manner.

“To do proper research, you need price history,” he explained, “and the cash markets module has enabled me to do this.”

In fact, DTN/*The Progressive Farmer* offers the industry’s most robust real-time cash bid database and tools that help users easily chart and analyze information. Users can better understand local and regional cash pricing for spot, new crop and deferred bids. A one year history can also be viewed.

“I have a small company and don’t have time to do a lot of data gathering and data entry,” explained Penner. “Once the DDE links are built, you just open the spreadsheet and the latest prices are loaded into the spreadsheet. It’s a huge time saver.”

The client’s view

“It helps me by providing quick and easy access to large amounts of cash price data so that I can do my real work of analyzing markets more efficiently.”

Chuck Penner, founder, LeftField Commodity Research