



DTN SIX FACTORS® MARKET STRATEGIES

Maximize profits, minimize costs

Today's markets have become increasingly complex given unprecedented speculative trading, increased volatility, and constantly-changing supply and demand scenarios. With so much change, your tried-and-true marketing approach may no longer be reliable.

DTN Six Factors® Market Strategies is an innovative market advisory service designed to help you increase your profitability while reducing input costs. Its easy to understand, unbiased information helps you to make informed decisions that earn better margins per acre, head, or cwt. In addition, you'll have the information you need to take advantage of today's market conditions.

DTN Six Factors Market Strategies is produced by DTN/*The Progressive Farmer's* team of expert analysts, led by industry-recognized Senior Analyst Darin Newsom. The service provides daily analysis of six factors, their likely affect on the market, and recommendations for both pure cash and futures traders — updated as conditions warrant. Supporting data and easy-to-follow charts are also included.

Proven methods for marketing

The service provides clear, concise analysis and recommendations focused on the six key factors that drive today's dramatically different markets. They:

- Help you increase profits and reduce costs. Improve timing of purchases and sales with accessible, essential market information and practical recommendations for marketing, procurement of key inputs, and risk management.

- Provide unbiased, proven methods created specifically for producers. You will better understand the larger picture behind prices and trend. Know what prices are doing and why before negotiating with a buyer or working with your broker. Learn to use the futures market in a practical, conservative manner so you can confidently apply forward contracting as a practical risk management tool.
- Designed for all levels of marketers — including novices, experts, and cash and futures traders. Fundamentally conservative, recommendations are designed to be within reach of the typical producer and out-perform pure fundamentals, without the risk or expense of technical strategy.

The six factors

- Trend. The current near-term and long-term market directions and their affect on prices.
- Noncommercial outlook. Knowing the current position and direction of speculative traders is critical to understanding where prices are likely to head.
- Commercial traders. Large commercial traders offer the best insight into the fundamental supply and demand situation for the underlying commodity.
- Seasonal index. Historical seasonal price trends are important indicators of potential direction.

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- **Price probability.** Indicates how current prices compare to historical norms — and where they are most and least likely to go.
- **Volatility.** The speed of the market helps determine proper strategies with insight into how expensive options premiums are; the more volatile the market, the larger the premium.

Industry-focused strategies

Industry-specific packages are included with each of DTN/*The Progressive Farmer's* professional producer solutions, or can be purchased as stand-alone services. Packages are offered for:

- DTN Grains Strategies (soybeans, corn, and soft red winter wheat)
- DTN Northern Grains Strategies (hard red spring wheat and canola)
- DTN Dairy Strategies (class III milk)
- DTN Feedstuffs Strategies (feed corn and soybean meal)
- DTN Fuels Strategies (gasoline, diesel, natural gas, and crude oil)
- DTN Livestock Strategies (cattle and swine)
- DTN Southern Crops Strategies (cotton and rice)

The difference

As the established agricultural information services leader, DTN/*The Progressive Farmer* provides unparalleled industry experience. The recommendations and analysis of DTN Six Factors Market Strategies have been rigorously tested and proven to perform. In addition, DTN/*The Progressive Farmer's* information is independent and unbiased — without brokerage affiliations or associated transaction fees — allowing it to provide unparalleled value to its customers.