



# The Grain Marketing Plan App

## Frequently Asked Questions & User Guide

The Grain Marketing Plan App is funded by:



This material is based upon work supported by USDA-NIFA under Award Number 2012-49200-20032, the North Central Extension Risk Management Education Center, the Nebraska Corn Board and Nebraska Extension Innovation Funding.

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture. University of Nebraska–Lincoln Extension educational programs abide with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

## Grain Marketing Plan App Frequently Asked Questions

Q: What is the **Grain Marketing Plan** app?

A: The **Grain Marketing Plan** app is a smart phone application allows you to create grain marketing plans for corn, soybeans and winter wheat. The application updates you daily with new information allowing you to modify your plans based on current market conditions. Most importantly, this application helps you implement your plan by notifying you when it's time to market your grain based on price and date targets that you set for your farming operation.

Q: What devices does the **Grain Marketing Plan** app work on?

A: The **Grain Marketing Plan** app is currently available for iPhone & iPad.

Q: How much does the **Grain Marketing Plan** app cost?

A: The **Grain Marketing Plan** app is free to download. However, you must have a valid workshop code to access the features of the app.

Q: My workshop code won't work, what should I do?

A: First, check that you have typed in the code properly. If it still does not work, try restarting your device. The **Grain Marketing Plan** app requires iOS 8 or higher.

Q: How do I get a valid workshop code?

A: Workshop codes are only available to participants of Nebraska Extension Grain Marketing workshops. If you have attended a workshop, the code should be in your workshop materials. If you cannot find your code, please email Jessica [jgroskopf2@unl.edu](mailto:jgroskopf2@unl.edu) to verify your attendance and receive a workshop code. To view upcoming workshops visit [www.farm.unl.edu/events](http://www.farm.unl.edu/events)

Q: What commodities can I build a marketing plan for?

A: The app currently supports corn (ZC), soybeans (ZS) and Kansas City winter wheat (KE).

Q: Can I create more than one marketing plan per commodity?

A: No. Currently, the app only supports one pre-harvest plan and one post-harvest plan per commodity.

Q: Can I share my marketing plan with someone else?

A: No. Currently, there is no way to share plans between phones.

Q: I got a new phone, can I load my previously built plan onto the new phone?

A: No. Currently, there is no way to retrieve plans from other phones.

Q: I am an Extension Professional who is interested in using the **Grain Marketing Plan** app as a part of my curriculum. Who do I contact?

A: Please email Jessica [jgroskopf2@unl.edu](mailto:jgroskopf2@unl.edu) for information about utilizing the app for educational purposes.

Have other questions? Contact the Grain Marketing Plan team.

Jessica Groskopf

[Jgroskopf2@unl.edu](mailto:jgroskopf2@unl.edu)

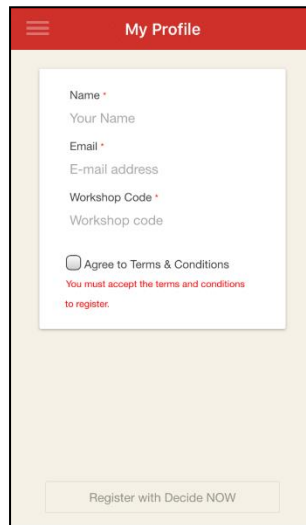
308-632-1247

## "Get Started"



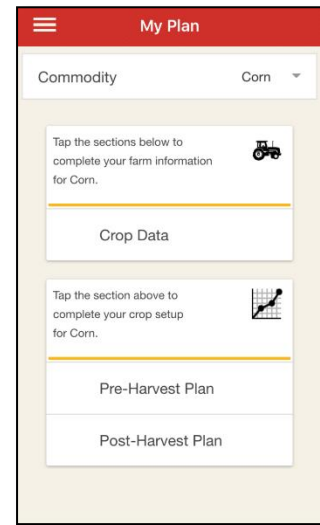
(1) Tap "Get Started".

## "My Profile"



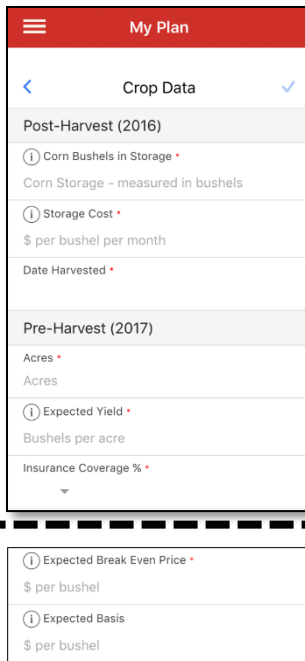
(2-4) Enter your name, email address, and a valid workshop code.

## "My Plan"



(5) Select the commodity you wish to develop a marketing plan for by using the dropdown menu. (6) Tap on the Crop Data button.

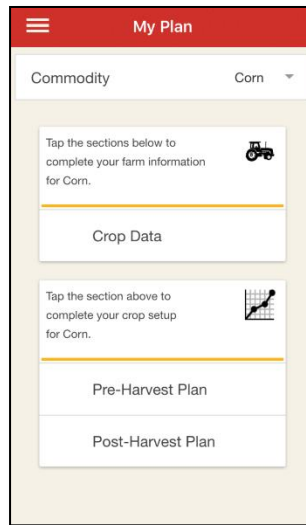
## "Crop Data"



(7-9) Enter data for the crop most recently harvested. Tap the *i* icon to find out more information about each input. (10-14) Enter data of the crop that has not yet been harvested. (15) Tap the checkmark to save your input and return to the "My Plan" screen.

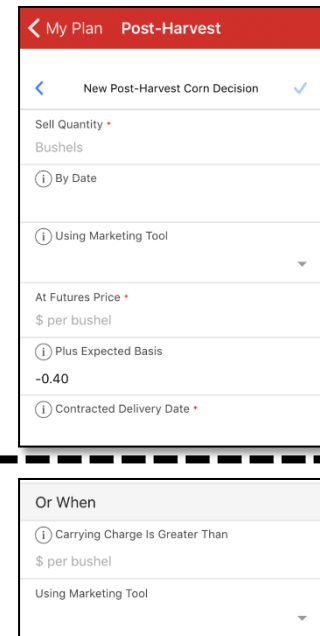
\*Crop data is required to access post-harvest & pre-harvest decision screens.

## "My Plan"



Once you have entered and saved your crop data, you can select (16) Pre-Harvest Plan or (17) Post-Harvest Plan.

## "Post- Harvest Decision"

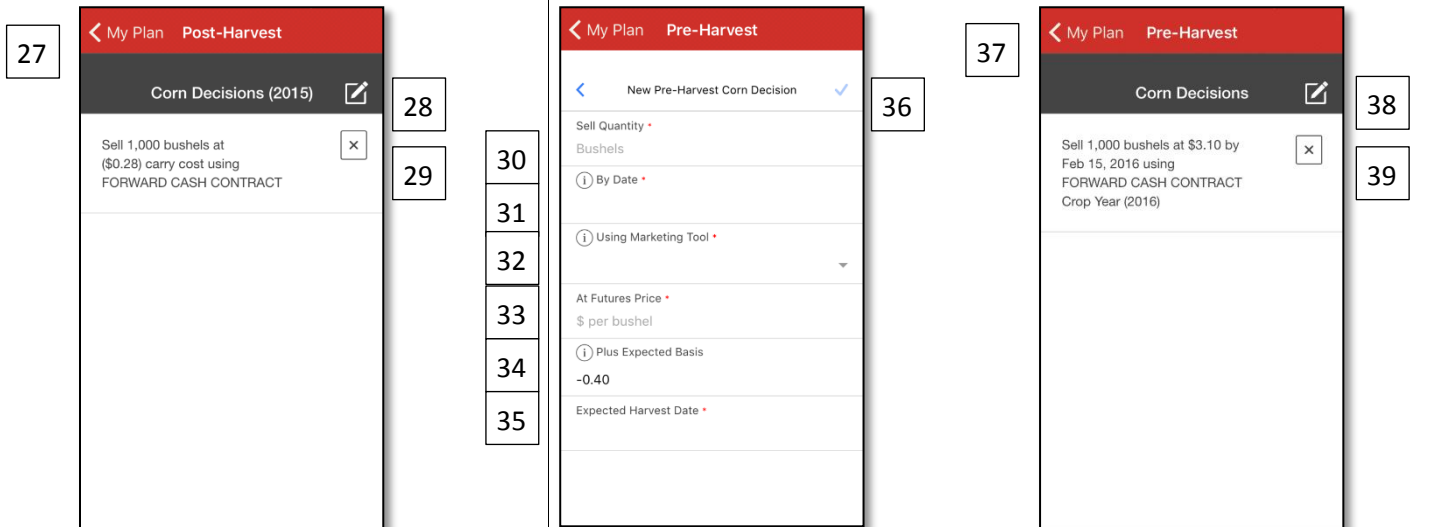


(18-25) Enter decision criteria for the crop most recently harvested. Tap the *i* icon to find out more information about each input. (26) Tap the checkmark to save your input and take you to the "Post-Harvest Decisions" screen.

**"Post- Harvest Decisions"**

**"Pre-Harvest Decision"**

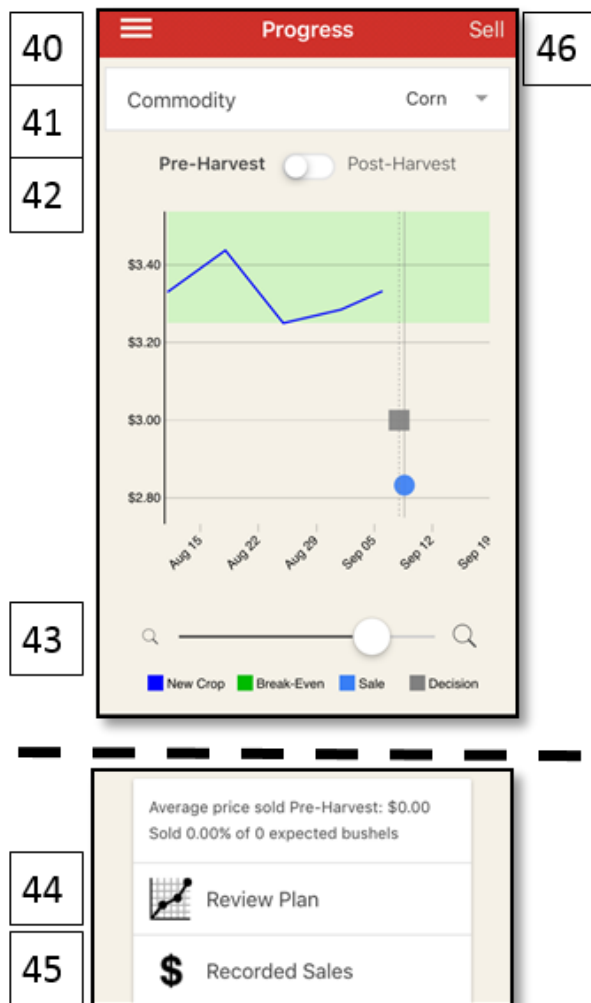
**"Pre-Harvest Decisions"**



(27) Tap the arrow to return to the "My Plan" screen. (28) Tap the pencil icon to create a new Post-Harvest decision. (29) Tap the "X" to delete an existing Post-Harvest decision.

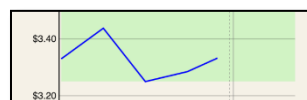
(30-35) Enter decision criteria for the crop not yet harvested. Tap the ① icon to find out more information about each input. (36) Tap checkmark to save your input and take you to the "Post-Harvest Decisions" screen.

(37) Tap the arrow to return to the "My Plan Screen". (38) Tap the pencil icon to create another Pre-Harvest decision. (39) Tap the "X" to delete an existing Pre-Harvest decision.



**"Progress"**

(40) Tap the menu button to navigate to other screens. (41) Select the commodity you wish to view in the chart by using the dropdown menu. (42) Use the toggle button to view your pre-harvest or post-harvest plan in the chart. (43) Use the slider bar to zoom in and out on the chart. (44) Tap "Review Plan" to go to the "My Plan" screen. (45) Tap the "Recorded Sales" to view recorded sales. (46) Tap "Sell" to record an unplanned sale of grain.



The green shaded area shows the breakeven futures price, entered on the crop data screen. The solid blue line indicates the end of day futures price for the selected commodity.

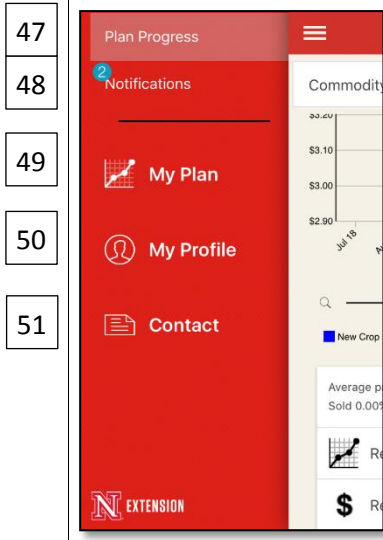


The grey box on a dashed line indicates the price level of an upcoming decision.



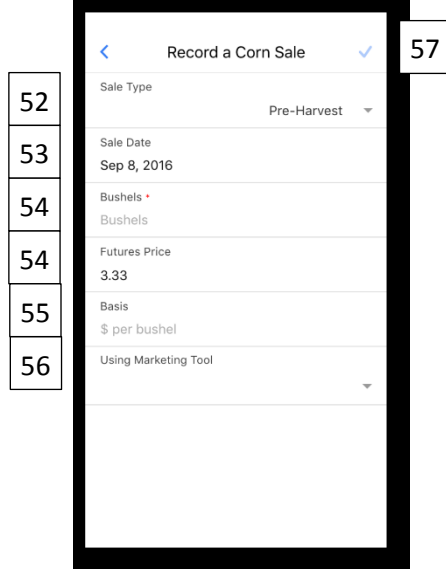
When a sale is made it will be recorded on the progress chart as a blue circle. You can see the price and date associated with each sale, by tapping on the circle.

### “Menu”



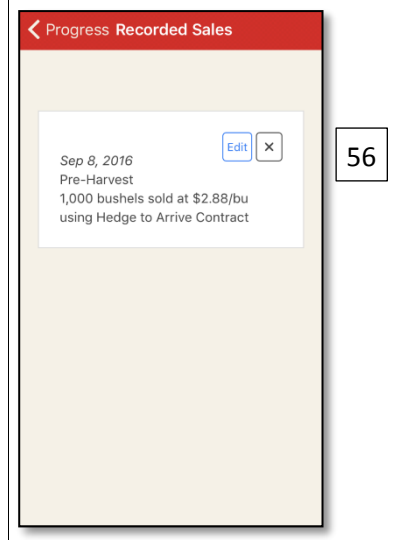
47  
48  
49  
50  
51

### “Record a sale”



52  
53  
54  
54  
55  
56

### “Recorded Sales”



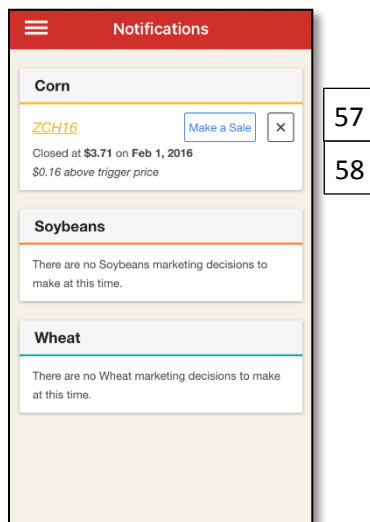
56

(47) Tap the “Plan Progress” to return to the “Progress” screen. (48) Tap the “Notifications” to view upcoming notifications by commodity. (49) Tap “My Plan” to go to the “My Plan” screen. (50) Tap “My Profile” to edit your name, email address and workshop code. (51) Tap “Contact” to email Nebraska Extension.

(52) Determine how the sale will be recorded by selecting “Pre-Harvest” or “Post-Harvest” by using the dropdown menu. (53-55) Enter sale information. (56) Tap checkmark in top right hand corner to save your input and return to the “Progress” screen.

(56) Tap edit to modify a recorded sale or “X” to delete it.

### “Notifications”



57  
58

View upcoming notifications by commodity. (57) Tap “Make a Sale” to record a sale related to a marketing decision. (58) Tap the “X” to delete the notification.

### “Notification”



View notifications on locked screen. Slide to view “Progress” screen.

## Grain Marketing Plan App Users Guide: Hedge to Arrive and Futures Contract Sales

Hedge to Arrive (HTA) and Futures Hedge marketing tools allow you to determine price received for your grain using two steps. First, by setting the futures price, then by setting the basis at a later date. These contracts can be recorded in the Grain Marketing Plan App.

Record a Corn Sale

Sale Type: Pre-Harvest

Sale Date: Sep 8, 2016

Bushels: 1000

Futures Price: 3.33

Basis: To be set at a later date

Using Marketing Tool: Hedge to Arrive Contract

When a futures hedge or hedge to arrive contract is selected in the “Record a Sale” Screen, the ability to enter a basis value is disabled. Enter the remaining sales information.

Record a Corn Sale

Sale Type: Pre-Harvest

Sale Date: Sep 8, 2016

Bushels: 1000

Futures Price: 3.33

Basis: To be set at a later date

Using Marketing Tool: Hedge to Arrive Contract

Sale needs basis value

To complete this Hedge to Arrive Contract contract, you will need to update the basis value

OK

When the sale is saved you will receive the notification shown above.

Progress Recorded Sales

Sep 8, 2016

Pre-Harvest

1,000 bushels sold at \$3.33/bu using Hedge to Arrive Contract

Edit

Hedge-to-Arrive and Futures Hedge sales are recorded on the “Recorded Sales” screen, with the ⚠ icon denoting a basis value has not been entered for the sale. To enter a basis value tap edit.

Record a Corn Sale

Sale Type: Pre-Harvest

Sale Date: Sep 8, 2016

Bushels: 1000

Futures Price: 3.33

Basis: To be set at a later date

Using Marketing Tool: Hedge to Arrive Contract

Sale needs basis value

To complete this Hedge to Arrive Contract contract, you will need to update the basis value

OK

Once you have tapped edit you will see this notification, reminding you to update the basis value.

Edit a Corn Sale

Sale Type: Pre-Harvest

Sale Date: Sep 8, 2016

Bushels: 1000

Futures Price: 3.33

Basis: \$ per bushel

Using Marketing Tool: Hedge to Arrive Contract

You will then be able to complete the sale by entering the basis value. Remember to save your input by tapping on the checkmark.