




# Seasonal Conversation Guide

## Skill Enhancement Resource

Season	Purpose of Conversation	Conversation Type	Intended Outcome
<b>Planning</b> 	Planting Intentions		Discover types of commodities, acres, and hybrids being planted.
	Cost of Production & Understanding Inputs	 	Gain a better understanding of breakeven and target prices.
	Forming a Marketing Plan		Provide suggestions and guidance on marketing strategies to execute.
	Cash Flow Needs		Identify cash flow needs and how that will impact and dictate grain movement.
<b>Planting</b> 	March 31st Prospective Plantings		Share results and discuss market outlook.
	Farmer's Planting Progress	 	Determine progress and planted acres.
	National/Local Planting Progress	 	Share information you hear from other areas and NASS data.
	Replant	 	Determine any issues and expected yield potential.
<b>Growing</b> 	Weather Forecast, Drought Monitor, & Crop Conditions	 	Identify outlook of the producer's crop and share important information and/or updates.
	Revisit Marketing Plan	 	Discuss producer's marketing plan and what has changed or needs executed.
	June 30th Stocks & Acreage	 	Share results and discuss market impacts.
	Harvest Logistics and Storage Plans		Discuss and identify harvest needs for grain movement, storage, and logistics.
<b>Harvest</b> 	Harvest Progress & Yield Results	 	Understand more about progress and available bushels.
	Transactional Items for Execution	 	Discuss discounts, hours, splits, contract balances, payments, etc. to help producers execute on delivery to your facility.
	Marketing Plan Execution & Modifications	 	Review marketing plan and adjust with updated information.
	Appreciation & Recognition		Show appreciation for their business and growing relationship.
<b>General</b>	Major Market Moves, Reports, Facility Updates, Weather Patterns		Provide relevant updates on new, helpful information and market reactions.