

ProfitTalk

Simple perspective on disciplined grain marketing for producers



JAN/FEB 2026

OKAY . . . SO NOW WHAT?

A farmer recently put into words what a lot of people are feeling: *“I just feel like I’ve been taken to the woodshed.”* He explained that he listened to the experts, watched the patterns, even paid someone to help market part of his crop—and still came up short.

It’s completely understandable. This year has been a strange one. You’ve probably heard things like, *“history doesn’t matter anymore,”* or *“the pattern is broken,”* or even, *“the market doesn’t care what it costs to raise a crop.”* A lot of folks are looking for answers and not getting many.

Even with all the frustration, this isn’t the first time a year has gone sideways. And one thing usually holds true: markets tend to offer a rally sometime between the beginning of the year and mid-summer. Sometimes it shows up early, sometimes late—nobody really knows.

Which brings us back to the big question: **“Now what?”**

Get Ready—Right Now

The key is being prepared. That goes for anything left from the ’24 crop, the ’25 crop, and even looking a bit ahead to ’26. Harvest may have just wrapped up, but the next marketing opportunity always sneaks up quicker than expected.

The plan below might look simple, but it works. A lot of strong marketers follow this exact approach every single year:

1. **Know your cost per acre.**
2. **Set a profit goal per acre.**
3. **Add those together for your revenue goal.**
4. **Divide by expected (or actual) yield.**
5. **If the bid hits that number or better, make the sale.**
6. **If it doesn’t, put in a target order and let the market come to you.**

Yes, it looks basic. But simple doesn’t mean weak. A steady plan almost always beats waiting on luck—or emotion—to carry the load.

Keep Your Head Up

You might still be trying to catch your breath from harvest, and that's fair. But the next opportunity *will* come. Maybe it's January. Maybe it's July. Maybe it's somewhere in between. The important thing is being ready when it shows up, not scrambling after it's gone.

Help is always available if you want to talk through your numbers or look at options. A solid plan puts you in the right spot to take advantage of the next rally—whenever the market decides to offer it.

