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Pricing Alternatives

Pricing (marketing) is not about affecting your local price, it is about taking a good price when it is offered



What You Can Do With Futures Info.

- Predict local cash price
- Calculate Basis information
- Get perspective on global view of commodity
- Reduce your price risk
 - Lock in a price for one or more commodities
 - Protect financial health
 - Avoid uncomfortable discussion with your lender and other business partners (spouse)
- Develop a sound marketing plan



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Predicting Your Local Cash Price

G	
 KCBT <u>Futures</u> 	\$6.30
 Plus HRW 11% Basis 	\$58
 Minus Trading cost per bushel 	\$.02
 Estimated Local Cash Price 	\$5.70
 KCBT <u>Puts</u> Strike Price 	\$6.30
 Plus HRW 11% Basis 	\$58
 Minus Trading cost per bushel 	\$.02
 Minus Premium Cost for Put 	<u>\$.40</u>
 Estimated Floor Price Using a Put 	\$5.30
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Basis is What Makes Futures Work

- Basis = Cash Futures
 - What cash price minus what futures price
 - Local cash price for quality/grade of product
 - Terminal market cash price for quality/grade
- Must know your local basis
- Adjusting Basis to your area
 - Local may be 100 miles or more away
 - Does this reflect "your local market?"



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Terminology Can Be a Barrier to Using Futures & Options Markets

- Short and Long Positions
- Puts, Calls, Options
- Initial Margin, Maintenance Margin
- Margin calls
- Market Orders
- Bid, Ask
- Spreads, Fences, Straddles
- Hedger, Speculator



Equal and Opposite

- All transactions in a futures market requires two individuals
- For every Sell there is a Buy
- For every Short there is a Long
- For every individual seeking protection from an adverse price move (up or down) there is one or more individuals that believe prices will actually move in the opposite direction.
- Speculators provide liquidity for Hedger



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True Hedger Perspective

- True hedger has equal and opposite positions in the futures and cash markets
 - Long cash then short futures
 - Producer selling grain or calves
 - Long futures then short cash
 - Feeder buying calves or grain to use as feed
- Objective is to reduce/eliminate risk of adverse price moves
 - Needs to find someone to take the risk



Long Commodity

- Has/Produces Commodity
- Farmer/Rancher
- Short Futures = Sell Futures Contract(s)
- Locks In Price
- Equal & Opposite
- True Hedger
- Price Decreases

First Stage of Production Second Stage of Production **Short Commodity**

- Needs/Consumes Commodity
- Feeder/Miller/Etc.
- Long Futures = Buy Futures Contract(s)
- Locks in Price
- Equal & Opposite
- True Hedger
- Price Increases



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Take Position in Futures = Locks In a Price

- Sell Futures = Short
- Long cash, then Short Futures
 - Futures move lower
 - Make money in the futures
 - Cash price decreases
 - Futures move higher
 - Lose money in the futures
 - Margin calls
 - Cash price increases

- **Buy Futures = Long**
- Long Futures then Short Cash
 - Futures move higher
 - Make money in the futures
 - Cash price increases
 - Futures move **lower**
 - · Lose money in the futures
 - Margin calls
 - Cash price decreases

Note that futures and cash prices move together (parallel)



Mechanics of the Futures Market

- Futures price are set by daily trading in the specified commodity
- Exchange specifies:
 - The quantity and quality for each commodity traded
 - Price limits, ranges and ticks
 - Delivery points, times and days, if applicable
 - Hours, days, and months a contract is traded
 - Minimum initial and maintenance margins
- Additional detail on line (John Hewlett)



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Lock in Price - Futures Goes Up

 Sell wheat futures contract, <u>lock in</u> 	\$8.00
 Expected basis at sale 	56
 Brokerage and Interest 	04
 Projected cash price at sale 	\$7.40
At Harvest/Sale/Offset	
 Purchase wheat futures contract 	\$8.50
 Cash price at sale 	<u>\$7.94</u>
 Actual Basis (\$7.94 - \$8.50) 	\$56
 Loss per bushel on futures contract 	\$.50
 Net Price realized (\$7.945004) 	\$7.40
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Lock in Price - Futures Goes Down

 Sell Feeder Cattle Contract for 	\$ 150.00
 Expected Basis at sale 	\$ 6.00
 Projected cash price at sale 	\$ 156.00
At Weaning/Sale/Offset	
 Purchase Futures Contract 	\$ 145.00
 Gain on futures of (\$150 - \$145) 	\$ 5.00
 Cash price at sale time 	\$ 151.00
 Actual Basis (\$151 - \$145) 	\$ 6.00
• Net price received (\$151.00 + \$5.00)	\$ 156.00



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The Broker/Speculator Role

- Buys something they don't want
- Sells something they don't have
- Has a seat on an Exchange they can't sit on and
- They are absolutely necessary



Mechanics of Selling or Buying

- Contact Broker and execute an order
- Many different types of orders can be placed
- Type of order you put in will depend on your marketing strategy and your marketing plan

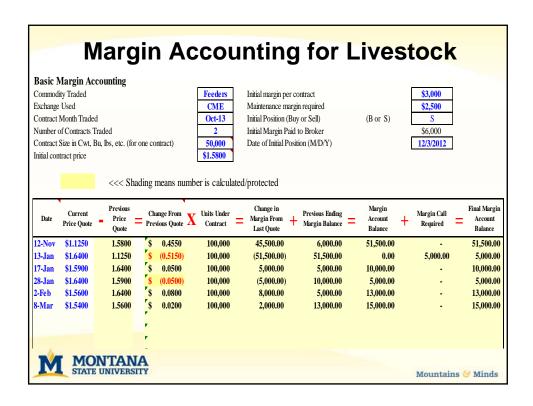


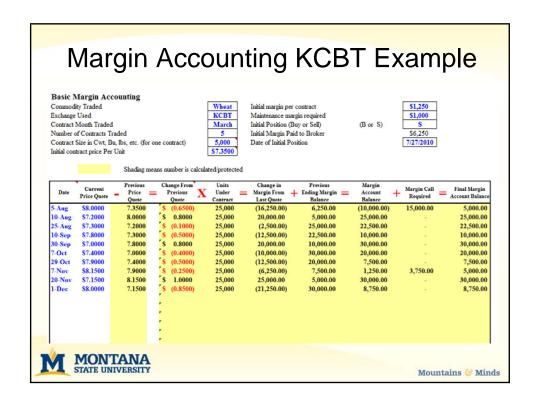
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Sample of "Market Orders"

- Market order (MKT)
 - An order placed at any time during the trading session to immediately execute the entire order at the best available offer price (for buy orders) or bid price (for sell orders).
- Market-if-touched (MIT)
 - An order that automatically becomes a market order if the price is reached. An MIT order to buy becomes a limit order if and when the instrument trades at a specific or lower trigger price; an MIT order to sell becomes a limit order if and when the instrument trades at a specified or higher trigger price.
- Market-on-close (MOC)
 - An order submitted at any time within a trading session, but only executed on the close.
- Market on open (MOO)
 - A market order entered before an opening, to be executed immediately upon the open of the trading session.







Cost of Production

- Should you estimate your costs of production
- Yes, But.....
- Should be part of your marketing plan
- Cost of production provides you with your Break-even costs necessary to cover
 - Operating Costs (Variable Costs)
 - Ownership Costs (Fixed Costs)
- It should NOT be the only criteria used as to when you lock in a price

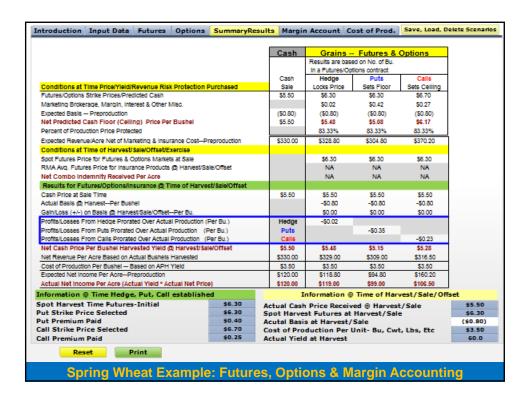


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- The contents of the slide, interactive software, only appears in the slide show mode.





Contract Specs for Each Exchange

• CME

http://www.cmegroup.com/rulebook/CME/

CBOT

http://www.cmegroup.com/rulebook/CBOT/

KCBT

http://www.kcbt.com/products.html

• MGE

http://www.mgex.com/spring_wheat.html



