

Stowmarket Monitor Farm

Meeting 8: Varieties, fungicide strategies & grain marketing

4 December 2015

Wyverstone Village Hall, Stowmarket

Simon Oxley & Jack Watts (AHDB)

For more information, visit: cereals.ahdb.org.uk/Stowmarket



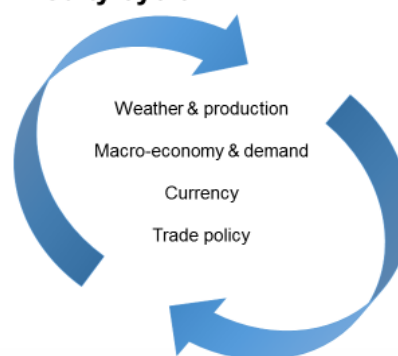
Brian Barker

Meeting summary

- Varietal choice on-farm
- Analysis of varieties on latest Recommended List
- Disease risk & fungicide strategy
- Grain marketing:

Managing volatility
The role of psychology
Price risk management
Developing strategies

The commodity cycle



Varietal choice & fungicide strategy

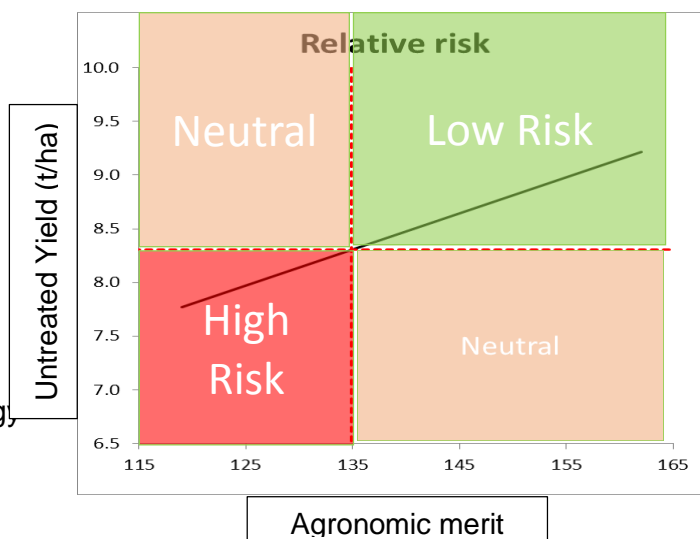
The online summaries of the *AHDB Recommended Lists for cereals and oilseeds (2016/17)* were published on 30 November 2015. The full booklet will be distributed in early 2016.

Established varieties:

- More seasonal data
- More grower experience
- Known market
- Disease manageable

New varieties:

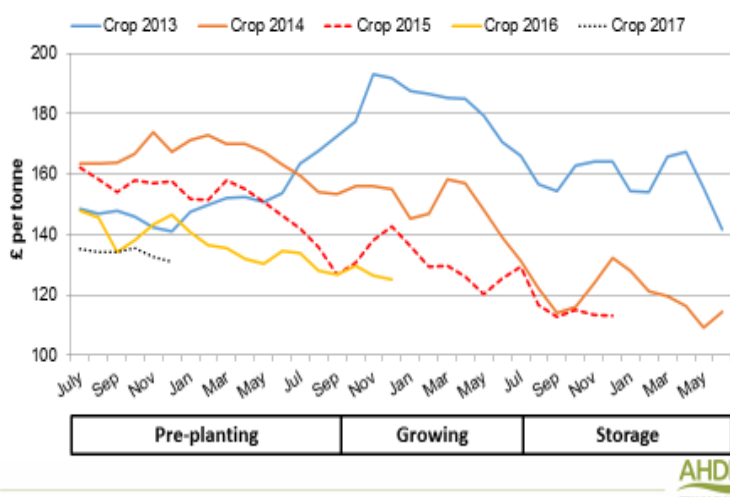
- Better yield / quality, but:
- Less seasonal data
- Less market confidence
- Despite lower risk, fungicide strategy often unchanged



Grain marketing

- Grain marketing vs grain pricing
- The window of opportunity
- Reading the price signals and reacting
- Short-term price risk management vs long-term commodity cycle
- Why being average is the minimum standard
- Psychology
- Pros and cons of knowing your costs
- What is a good price?
- Governing a pricing strategy
- 21 months of grain marketing in 21 minutes

Three crops on your mind at any one time



Next meetings

Date	Agronomy Group 11.30 to 1.30	Lunchtime Reports	Business Group 2.00 to 3.30
Friday 8 January 2016	Micro-nutrition	Grain	Cost analysis **
Friday 5 February 2016	Harvest management	Fuel	Marketing practice
Friday 10 June 2016	Farm Walk / Open Day		

All winter meetings start at 11am at Wyverstone Village Hall, Rectory Road, Wyverstone, Stowmarket, IP14 4SH and include lunch, unless otherwise advised.

To attend the meetings, please contact your AHDB Cereals & Oilseeds Regional Manager: Tim Isaac tim.isaac@ahdb.org.uk 07964 975078

** To find out more about AHDB's CropBench+ benchmarking tool, please contact:

Holly Howsam holly.howsam@ahdb.org.uk 07767 001543

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