


The New Rules of Profitable Farming

Presented by:
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Water Street Solutions



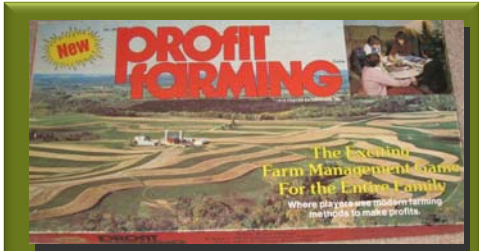
Darren R. Frye



- Raised on a farm in Peoria, IL
- President & CEO Water Street Solutions, 17 years
- 28+ years agricultural management experience
- 28+ years trading experience
- Licensed crop insurance agent
- Licensed broker
- Lives in Washington, IL with Becky, his wife of 28 years




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Now Profitable Farming
The Essential Farm Management Guide For the Entire Family
Where play becomes modern farming methods to make profits.

The Rules Have Changed



The Old Rules

OBJECT:

- Survive in farming
- Become successful and prosperous
- Acquire \$1M in total assets

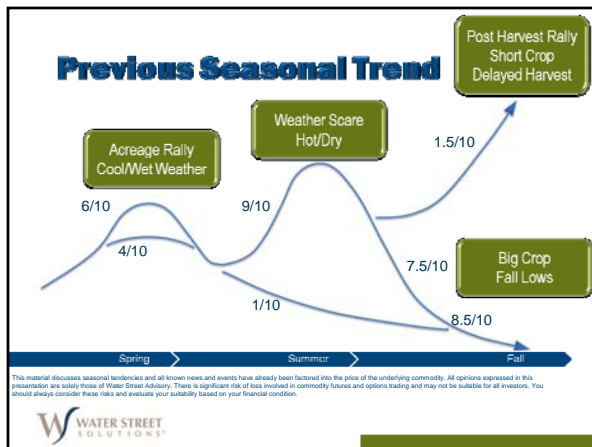
TO PLAY:

- Each player receives:
 - 50 acres
 - \$100K

We warn you to be cautious. Farming is a lot like gambling.



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What's Different?

- 8/10 years were bear markets
- Rallied last 5 years
- 4 of those in non-typical times
- Demand is high



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What's Different?

Traditional sell ahead plan doesn't work

Market responds quickly

Crop Insurance: now a marketing tool

Endorsements

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4 New Rules

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#1: You Need to Know

Be a Student. Don't rely on others to know for you.

Do you have a sustainable competitive advantage?

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#1: You Need to Know

If you have advisors, do they know the new rules?

Trust Someone. Don't let them make decisions based on the past.

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#2: You Need a Plan

Uncertainty + Volatility = Increases Emotions 3-5x

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#2: You Need a Plan

Can't make good decisions when emotional

Most vulnerable after you make a mistake

Tendency to make more mistakes, chase money.

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#2: You Need a Plan

Make a plan, follow it

Plan should cover all possibilities

Include crop insurance in your plan

Important Lesson:
Fail to plan, Plan to Fail

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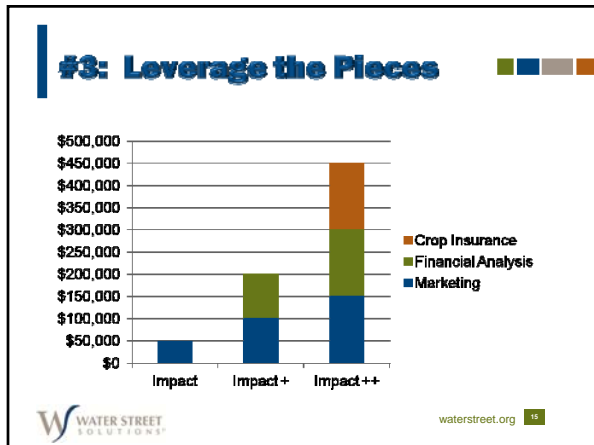
#3: Leverage the Pieces

Commodity Marketing

Crop Insurance

Financial Analysis

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#3: Leverage the Pieces

Re-own what you've sold against your crop insurance policy

Use tools to capture continual upside

Sustainable competitive advantage

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#3: Leverage the Pieces

Be open to change

Learn

Integrate

Have a Plan

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#4: Be Open to Feedback

- Ego holds us back
- Don't want to hear we didn't make the right choice

- Look back
- Evaluate
- Always learn
- Accept challenges to your plan

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New Rules of Profitable Farming

Understand the Game

Develop a Plan

Leverage the Pieces

Encourage Feedback

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