

## MARKETING HURDLES

When producers were asked to rank eight potential grain marketing hurdles, erratic markets ranked highest, followed closely by uncertainty about yields. Conflicting marketing advice rounded out the top three.

**"Erratic markets highlight the importance of Revenue Protection insurance in that it not only includes a yield component, but its harvest price feature offers some price protection as well."**

- **Tony Jesina**  
 FCSAmerica senior vice president – related services

Few producers rank “partners or others in my business who don’t agree” very high on their list. That response is more common among growers under 35 years old – 11 percent of the under-35 group rank it number 1 or 2 compared with only 2 percent of those over 35. However, 61 percent of those under 35 still rate it number 7 or 8. Seventy-seven percent of those over 35 did the same.

### Potential Hurdles

