

Power Play® - Now is the time to set Minimum Revenue for 2020

May 31, 2019

Action! RPowerD™ Power Plays are calls to action. This publication is to help agents communicate, quote, and execute 2020 policies that will cover the estimated cost of production right now. 2020 corn prices have hit the targets we have talked about for months. Now is the time to deliver the value and service that will differentiate your agency from those who don't make the calls about this opportunity.

We have two recommended strategies. Both use the 85% RPowerD coverage level. This is intentional because regardless of the RP coverage bought in 2020, the producer will be well served by adding SCO. Thus, no gap in coverage.

	2020 RPowerD Coverage Level		RPowerD Market Price as of 5/31/19		Approved Yield	=	Minimum Revenue Trigger
Corn	85%	x	\$4.2075	x	165	=	\$590
Corn		x		x		=	

Example for Mercer County OH		
	1. Desire to establish Minimum Revenue that covers est'd cost on 2020 Corn using \$4.20 3/4 price	2. Desire to establish Minimum Revenue that covers est'd cost on 2020 Corn using \$4.20 3/4 price and have 4 months of upside opportunity in 2020 planting and growing season
Maximum Price Mvmt	\$0.50	\$0.80
\$4.20 3/4 Market Price	Opt-in	Opt-in
APC	N/A	N/A
Liability Adjustment Factor	100%	100%
Acres	110% of max planted in last 4 yrs	
MPCI Coverage Level	85%	85%
RPowerD Coverage Level	85%	90%
Alternative Price Discovery Periods		
March 1 - March 31, 2020		
April 1 - April 30, 2020		
May 1 - May 31, 2020		
June 1 - June 30, 2020		
Approved Yield	165	165
Cost per Approved Yield Bushel	\$0.08	\$0.11
Est'd RPowerD Min. Rev./Ac	\$590	\$590
# of Alternative Price Discovery Periods	0	4
key:	open	selected

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