

# ProfitTalk

Simple perspective on disciplined grain marketing for producers

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## THE LAWS OF MARKETING DISCIPLINE

2025 reminded us once again that marketing success doesn't come from predicting the market. Seasonal tendencies suggest the strongest prices often come before harvest, when production is still uncertain. In 2025, though, many of those opportunities came earlier than expected. For those who waited, prices later in the year looked disappointing compared to what had already been offered — a reminder that markets don't always follow the usual pattern. What is in your control is how you prepare, how you decide, and how you act.

That's where discipline, clarity, simplicity, risk management, and execution come in. Follow these five laws, and you'll set yourself up for a strong 2026.

### **Law #1: Discipline Beats Emotion.**

Fear, FOMO, and gut reactions don't sell grain well. The market thrives on emotion, but discipline keeps you focused. Instead of chasing highs or panicking at lows, disciplined marketers stick to their plan, protect their bottom line, and sleep better at night. Emotion reacts — discipline acts.

### **Law #2: Clarity Creates Confidence.**

Profitability begins with clarity. Knowing your costs and setting a realistic profit target turns uncertainty into confidence. Without clarity, every decision is guesswork, and guesses rarely add up to long-term success. With clarity, you can act with conviction instead of hesitation. And when history doesn't repeat itself — like yields falling below APH — clarity also means knowing which tools to lean on, whether that's crop insurance, rolling a contract forward, or other resources designed to keep you on track.

### **Law #3: Simplicity Wins.**

Once you know your numbers, the best tools are the simplest. Forward Contracts and Target Orders are straightforward, proven, and effective year after year. Complexity creates stress and hesitation, while simplicity builds clarity and results.

#### **Law #4: Manage Risk.**

Risk will never disappear — it only changes form. Storage costs, price drops, and production shortfalls are realities every farmer faces. The disciplined marketer acknowledges risk and manages it with the right tools and timing. Managing risk is what keeps you in the game year after year.

#### **Law #5: Action Beats Hesitation.**

The best plan means nothing without execution. Successful marketers take action when they put their plan in place — setting target orders or forward contracting grain at profitable levels. Once the market moves, the work is already done; they don't hesitate or second-guess. Hesitation leaves opportunity on the table, but decisive action captures it. Imperfect action will always outperform perfect inaction.

#### **Closing Thought:**

The five laws aren't about dwelling on the past — they're about shaping the future. Just because 2025 may have been a difficult year doesn't mean 2026 has to be. The market will always move on things you can't control, but you have more control than you realize: your discipline, your clarity, your simplicity, your risk management, and your action. As Benjamin Franklin once said, *"By failing to prepare, you are preparing to fail."* Prepare now, carry these laws into 2026, and you'll be ready to meet the year on your terms.

