



Grain markets are driven by unpredictable events. Even though that's widely recognized, price prediction (with all its limitations) is often the basis of marketing plans. It's frequently said that "history doesn't repeat itself, but it often rhymes." What if grain market history is a more reliable indicator of price direction than predictions about weather, geopolitics or crop reports? Can "the data" improve the odds of a successful marketing plan?

LeftField invites you to **Planning Without Prediction: Using Data to Improve the Odds of Marketing Success**, a hands-on workshop to help you develop a disciplined sales strategy without relying on price predictions. We'll focus on how to use market data and history to help shape plans for marketing this year's and next year's crops, with increased odds of success.

Date: Friday, December 5, 2025

Time: 9:00 a.m. – 3:00 p.m.

Location: Scotswood Links, Elm Creek, MB

Or

Date: Friday, January 16, 2026

Time: 9:00 a.m. – 3:00 p.m.

Location: Sandman Signature South, Saskatoon, SK

What you'll learn

- How decision-making practices affect grain marketing success
- Why prediction-based marketing trips us up
- How historical price behaviour can be used as a guide for making marketing decisions
- How to develop a disciplined marketing plan based on the data

Agenda at a glance (9–3)

- Welcome & intro
- Understanding & assessing marketing practices
- The perils of prediction
- Data-driven foundations
- Building an action plan

You'll take home

- Comprehensive market data reference guide
- A grain marketing action plan

- Quick-reference: *10 Guidelines for Planning Without Prediction*

Registration

Register now at leftfield@leftfieldcr.com

Please provide your name, phone number and the number of participants

Cost: \$450 plus GST (seats are limited)

Questions? Call the number below

Looking forward to seeing you there,

Chuck Penner

President, LeftField Commodity Research

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P.S. Bring an estimate of your 2025 production (tonnage by crop) and typical selling/delivery windows—you'll use them in the exercises.