

CIH and Dairy Nutritionists

DAIRY MARGIN MANAGEMENT

Reduce Risk and Strengthen Relationships with Producers

CIH provides a personalized price management education and consulting service. We use a margin-based approach to help producers navigate the risks related to their specific feed costs and milk sales, including cash market, futures, and options positions. We also design strategies that help them manage those positions as the market changes. Our customer-centric approach has allowed us to develop strong, long-term relationships with hundreds of agricultural producers.

Collaborating with CIH offers nutrition consultants a unique opportunity to strengthen relationships with their clients. When evaluating changes to dairy cow feed rations, our online cost model immediately reflects the potential impact to bottom line profits.

How has CIH worked successfully with dairy nutritionists in the past?

1. In-House Training - By developing a better understanding of the mechanics of hedging price risk and margin management, you will be better equipped to measure the effect of ration alterations, which provides valuable insight during customer discussions. A one- or two-day program may include basic training, or start at a more advanced level as needed. We are able to tailor an agenda to fit your most pressing needs.

2. One-on-One Meetings - We often meet with individual producers, in person or by phone, to explore the value of incorporating margin management into their decision process. They often learn to evaluate their operation in a new light, regardless of whether or not they ultimately hire CIH.

3. Marketing Meetings - Typically during a 60-minute training session we can present an introduction to the basics of margin management. Participants appreciate learning about concepts they can begin using immediately.

4. Sponsored Education - We have customized dozens of programs for targeted groups. If you have a key client or group of clients who would benefit from this type of attention, we can develop a program to suit your requirements.

5. Attend Seminars with Clients - CIH hosts a number of educational events throughout the year. Our offerings reach four different focus areas: row crop, beef, dairy, and swine production. These entertaining and professional events help producers, nutrition consultants, and lenders develop a common vocabulary and mutually-agreed-upon risk management strategy. CIH waives the enrollment fee for you and your clients when you attend any of these events together.

In summary, we believe that introducing your clients to CIH leads to better communication, stronger relationships, and a clearly differentiated addition to your services. To discuss a collaborative opportunity with CIH, please contact us at **1.866.299.9333** or **mail@cihedging.com**.



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