

# NO BULL—



CUTTING THROUGH THE BULL TO MAKE THE NEWS BEARABLE

**REDING HUEBER**  
ag consulting

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## **'T WAS THE NIGHT BEFORE CHRISTMAS, ON THE FARM**

'Twas the night before Christmas, and all across the countryside,  
Producers were reflecting on this year's unsurmountable, wild ride;

It started with Phase One, then quickly turned to Covid,  
2020 began quite optimistic, then the market quickly slid.

Farmers, however, were resting comfortably on this cold Christmas Eve,  
Recent market action had brought them quite the reprieve;

CFAP 1, and CFAP 2, followed by CFAP 3 and don't forget MFP,  
Payments on unsold bushels, production, and acres - what a tax year 2020 would be!

Farm accountants had already been working hard on overtime,  
Trying to whittle down the net income, so they wouldn't have to pay a dime;

Last year's Christmas Eve dreams were filled with \$4.25 and \$10.00,  
This year's reality of \$4.50 and \$13.00 wasn't even envisioned by the greatest of scholars.

Back on the farm our friend Mr. Farmer was all snug in his bed,  
While visions of unsold production were dancing in his head.

When all of a sudden, there arose such a clatter,  
It was his laptop in the office – something must be the matter;

Away to the office, Mr. Farmer flew like a flash,  
He ran fast like he was going to FSA, in pursuit of free government cash.

When he opened his laptop, he was surprised at the greeting,  
Jolly Saint Nick had started a ZOOM meeting;

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Santa quickly said Covid and Dr. Fauci made him change his plans,  
Coronavirus concerns meant that his annual visits were absolutely banned.

Mr. Farmer said, "that's alright, it wasn't a problem at all,"  
Santa then asked the farmer if there was anything he needed on this call.

After selling all this year's beans at \$9.00 he had definitely had enough,  
The roller coaster action had made successful marketing quite tough.

Santa said, "don't worry Mr. Farmer, this Christmas I've got it one covered no doubt,"  
You're getting a year of Reding Hueber's Premier Marketing Service, so no need to pout!

When Santa revealed this year's gift, Mr. Farmer jumped with glee,  
Confused and bewildered no more this cornbelt producer would be!

Help with the futures and basis, spreads and inverses and such,  
The farmer was quickly singing Santa's praises, saying "thank you very much!"

Reding Hueber has the experience you can't find at any other places,  
Nate, Dan, Susan, Matt and Boyd have you covered on all bases;

From exports, to trading and elevators, they have unparalleled expertise,  
This group has the real-world know-how that is definitely aimed to please.

Before the farmer knew it, Santa's Wi-Fi connection was growing poor,  
His ZOOM video was in an out, looks like he'd be talking to Santa no more;

But right before it cut off, while the connection was just slight,  
He heard Santa say, "Merry Christmas to all, and to all a good night!"

So, if Santa skips over your house this year and doesn't leave our Premier Marketing Service under the tree,  
Go ahead and sign up anyway, only the equivalent of a few hundred acres' worth of CFAP 3 payments it would be!

If you need a little marketing help, the inside scoop from the best in the biz, or just a friend,  
Give us a call at the number below and make our Premier Marketing Service a write-off before the year end!

**Merry Christmas to you and your family from Reding Hueber Ag Consulting.**

*I will catch you next week with my annual Year In Review!*

*Until next time...*

*Susan David*

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Premier Marketing Service  
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