

REVENUE RHINO CALL 1 800 359 1435

# REVENUE RHINO

## Crop and Livestock Management

The Crop and Livestock Management Interface is an essential Business Planning Tool for all types of Farm Businesses, enabling you to view both an overview and each segment of your operation, with clarity.

The streamlined management portal gives you a powerful and efficient way to enhance areas of revenue potential and reduce unnecessary and unsound business expenditures.

## Production/Marketing Target Planning

Producers probability of reaching their production/Marketing goals, create a comprehensive plan each year. Beyond the basic inputs that are required, there are additional factors that must be accounted for in a thorough planning process.

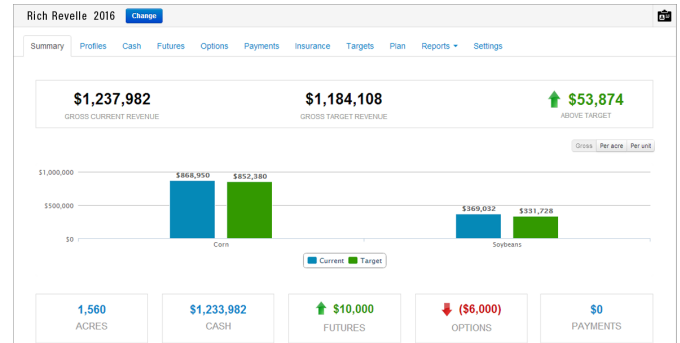
You can enter your operation's expenses, potential revenue target goals, and projected yields at market prices. These inputs help create a benchmark for your operation to market against.

The Target Planning tools allow you to more accurately track your business's net position/ marketing potential throughout the year and adjust your plans accordingly.

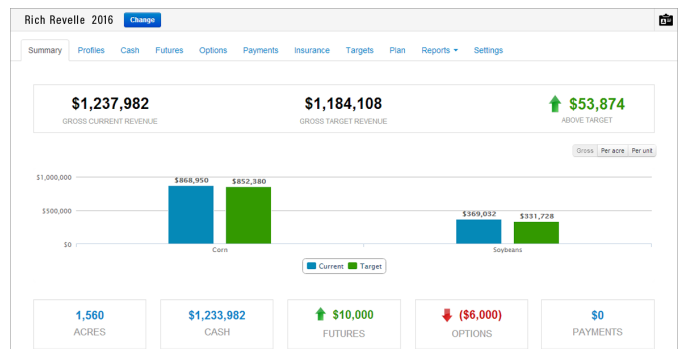
## Market Tracking

Manage your cash sales, futures, options, and payments with up-to-date market data to provide an accurate picture of your risk and profit potential.

See enlargements  
on pages 7 - 11



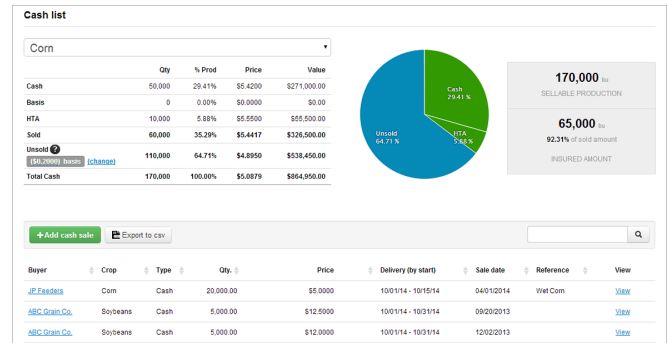
Profile	Expenses	Incomes	Profit goal	Feedbartered	Breakeven	Target Price	Marketing
Corn (2014)	\$785,192.31	\$12,820.51	\$80,000.00	\$0.00	\$4.5434	\$5.0140	
Corn	\$785,192.31	\$12,820.51	\$80,000.00	\$0.00	\$4.5434(avg.)	\$5.0140(avg.)	Marketing against this target
Soybeans (2014)	\$310,907.69	\$7,179.49	\$28,000.00	\$0.00	\$9.8913	\$10.7704	
Soybeans	\$310,907.69	\$7,179.49	\$28,000.00	\$0.00	\$9.8913(avg.)	\$10.7704(avg.)	Marketing against this target
Total	\$1,096,100.00	\$20,000.00	\$108,000.00	\$0.00			



# Benefits Features

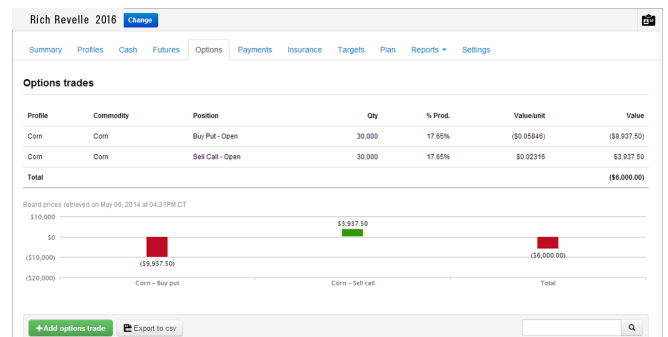
## Cash Sales

Manage all of your cash sales contracts at the click of a button. End-of-day futures market prices against unsold grain, you have a daily look at the net position of your overall marketing.



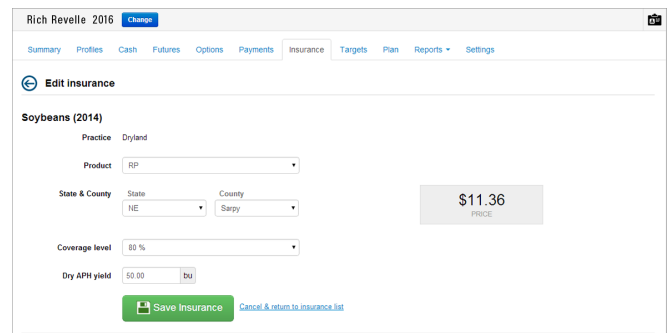
## Futures and Options

Assess your futures and options hedges, end of day marked to market, of net gain or loss.



## Insurance

Incorporate crop insurance policies into profiles for better planning and understanding of specific protection levels. Manage multiple insurance policies for those who have varying protection levels for multiple crop types and locations.



# Benefits Features

## Reports

Reports provide a clear view of your position, with consideration to a broad range of factors that affect your operation and the potential of reaching your Marketing goals.

Clean-cut and straightforward production plans and risk management reports makes organizing/ planning and assessing marketing goals simple.

This allows you to focus on where your yield comes from, your hard work.

**REVENUE SUMMARY** Show Hide

Profile	Commodity	% Hedged	Target price	Current revenue	Target revenue	Difference
2014 - Corn	Corn	67.65%	\$5.0140	\$868,950.00	\$852,380.00	\$16,570.00
2014 - Soybeans	Soybeans	32.47%	\$10.7704	\$369,032.00	\$331,728.32	\$37,303.68
<b>Total</b>				<b>\$1,237,982.00</b>	<b>\$1,184,108.32</b>	<b>\$53,873.68</b>

**CORN 2014** Show Hide

Acres	Yield (avg)	Production	Insured	Hedged	Target Price	Board (Dec14)
1,000.00	170.00	170,000	65,000 bu sold 176.92% of insured	115,000 67.65% of prod	\$5.0140 \$4.5434 breakeven	\$5.0950 (\$0.2000) default basis
<b>Value</b>	<b>Per bu</b>	<b>Per Acre</b>	<b>Gross</b>			
Current	\$5.1115	\$869.95	\$868,950.00			
Target	\$5.0140	\$4.5434 breakeven	\$852.38	\$772.37 breakeven	\$852,380.00	
Difference	\$0.0975	\$16.57	\$16,570.00			

## What-if Analysis

Stress test your operation with multiple factors that affect your bottom line (yield, price, basis, insurance, etc.), and see how changes in these factors impact your operation and marketing goals.

**Reports**

Risk Management **What-if Analysis** Plan

Select client: **Rich Revelle** | Select crop profile: **(x) 2014 All Crops** | Select livestock profile: **(x) Live Cattle (Pen 1)** (out 06/04/2014)

Board prices: **Yield Insurance Basis / Price Targets** Reset all board prices

Commodity	Futures month	What-if price	Current price
Corn	Dec 14	\$ 4.0000	\$5.0950
Soybeans	Nov 14	\$ 10.0000	\$12.2520
Live Cattle	Jun 14	\$ 1.30	\$1.3825

Run report

## Offer Management

This innovative tool is automated to provide the merchandiser with a simple, safe and secure place to manage customer offers across the desk or the internet. Revenue Rhino Offer Management provides the convenience of tracking multiple offers with ability to filter by crop, transaction type, delivery, closest to reach and more. Offers automatically light up when reached and the buyer has final decision in accepting or denying offers. Tracking offers and cash sales has never been more simple!

Offer Deck Active Requests 2 Accepted Inactive

+ Add New Offer Action Refresh Export

Viewing: **Acknowledged 2**

Offer ID	Client	Status	Commodity	Amount	Location	Delivery	Type
1	TDQH-1852	Peterson	Corn	10,000.00	ABC Terminal 2	12/01/14 - 12/01/14	atls
2	ALKO-3803	DeMuth	Corn	15,000.00	ABC Terminal 1	07/15/14 - 07/30/14	Cash

Type: **clear** | Status: **clear** | To reach: **clear** | Amount: **clear** | Delivery: **clear** | Expiration by: **clear** | Location: **clear**

**Offer # 4154** Details History

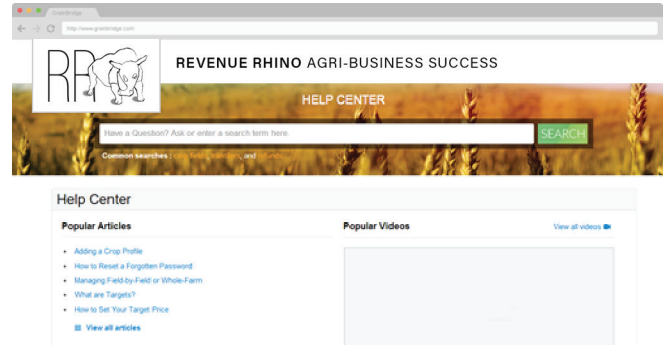
Offer ID: H4EJ4154 | Type: Cash  
 Client: Ty Anderson | Offer price: \$4,000.00 Sep 14  
 Status: Acknowledged | Reference  
 Commodity: Corn | Hedge price: \$4.25000  
 Amount: 5,000.00 bu | Current price: \$3.34250  
 Location: ABC Terminal 1 | To reach: \$0.65750  
 Delivery: 09/15/14 - 09/29/14 | Offer expiration: 08/22/14 05:00 PM

Notes: Accept offer (Fill) Edit offer Cancel offer Print offer Close Details

# Benefits Features

## Help

Revenue Rhino reports provide a clear view of the position of your farm/ranch.



## REVENUE RHINO

806 N. Johnson Street  
Warsaw, IN 46580

US & Canada:  
**1-800-359-1435**

Local & International:  
1-574-267-2726

Email: [pat@revenueerhino.com](mailto:pat@revenueerhino.com)

[revenueerhino.com](http://revenueerhino.com)



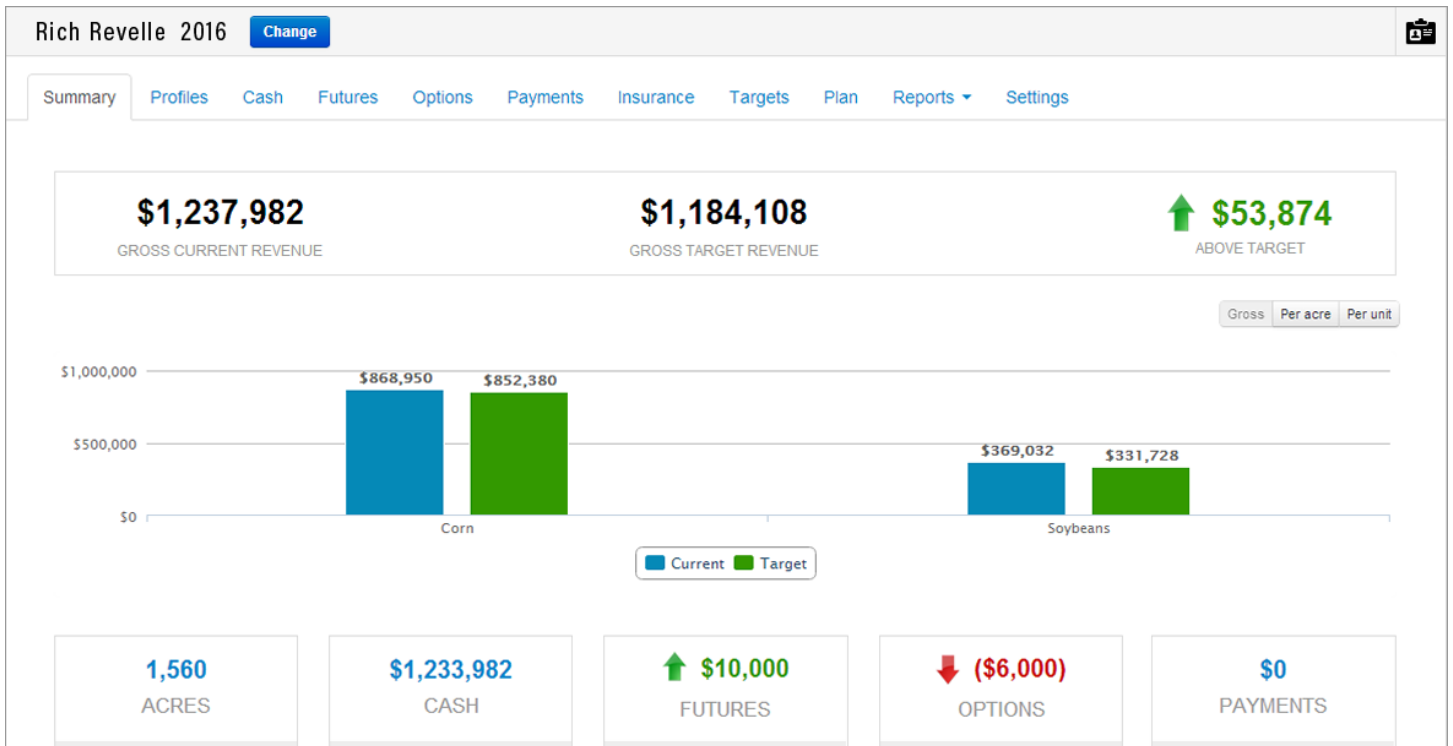
# Pat Sullivan, CEO

Warsaw, Indiana resident Patrick Sullivan, through Revenue Rhino works to find innovative tools, to bring you the power of "knowing", enabling you to identify actionable information for your farm/ranch marketing and production.

In addition to being the CEO of Revenue Rhino, Patrick is also the President and Owner of,

Great Lakes Trading Company, Inc., which he has run since 1994, after buying out Warsaw Commodities, a firm started in the late 1960s.





Crops Livestock Offer management Reports Imports Clients Help

Rich Revelle 2016 [Change](#)

Summary Profiles Cash Futures Options Payments Insurance Targets Plan Reports Settings

Plan targets Expenses per acre Expenses - Gross Incomes Profit goals

Copy data from existing plan

Profile	Expenses	Incomes	Profit goal	Fed/bartered	Breakeven	Target Price	Marketing ?
Corn (2014)	\$785,192.31	\$12,820.51	\$80,000.00	\$0.00	\$4.5434	<b>\$5.0140</b>	
<b>Corn</b>	<b>\$785,192.31</b>	<b>\$12,820.51</b>	<b>\$80,000.00</b>	<b>\$0.00</b>	<b>\$4.5434(avg.)</b>	<b>\$5.0140(avg.)</b>	Marketing against this target
Soybeans (2014)	\$310,907.69	\$7,179.49	\$28,000.00	\$0.00	\$9.8613	<b>\$10.7704</b>	
<b>Soybeans</b>	<b>\$310,907.69</b>	<b>\$7,179.49</b>	<b>\$28,000.00</b>	<b>\$0.00</b>	<b>\$9.8613(avg.)</b>	<b>\$10.7704(avg.)</b>	Marketing against this target
<b>Total</b>	<b>\$1,096,100.00</b>	<b>\$20,000.00</b>	<b>\$108,000.00</b>	<b>\$0.00</b>			

## Crop and Livestock Management

### Crop Target Planning

**\$1,237,982**

GROSS CURRENT REVENUE

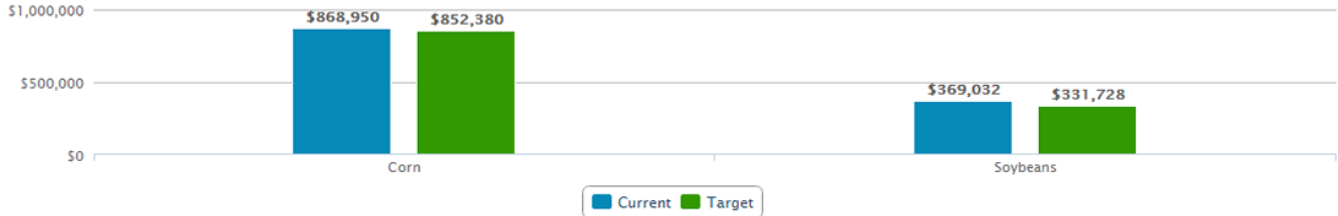
**\$1,184,108**

GROSS TARGET REVENUE

**↑ \$53,874**

ABOVE TARGET

Gross Per acre Per unit



**1,560**  
ACRES

**\$1,233,982**  
CASH

**↑ \$10,000**  
FUTURES

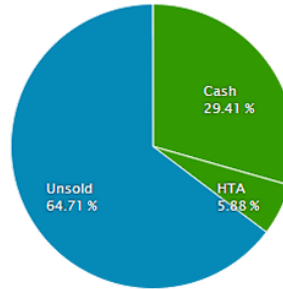
**↓ (\$6,000)**  
OPTIONS

**\$0**  
PAYMENTS

**Cash list**

Corn

	Qty	% Prod	Price	Value
Cash	50,000	29.41%	\$5.4200	\$271,000.00
Basis	0	0.00%	\$0.0000	\$0.00
HTA	10,000	5.88%	\$5.5500	\$55,500.00
Sold	60,000	35.29%	\$5.4417	\$326,500.00
Unsold ?				
(\$0.2000) basis <a href="#">(change)</a>	110,000	64.71%	\$4.8950	\$538,450.00
<b>Total Cash</b>	<b>170,000</b>	<b>100.00%</b>	<b>\$5.0879</b>	<b>\$864,950.00</b>



**170,000** bu  
SELLABLE PRODUCTION

---

**65,000** bu  
92.31% of sold amount  
INSURED AMOUNT

[+ Add cash sale](#)

[Export to csv](#)

[Q](#)

Buyer	Crop	Type	Qty.	Price	Delivery (by start)	Sale date	Reference	View
<a href="#">JP Feeders</a>	Corn	Cash	20,000.00	\$5.0000	10/01/14 - 10/15/14	04/01/2014	Wet Corn	<a href="#">View</a>
<a href="#">ABC Grain Co.</a>	Soybeans	Cash	5,000.00	\$12.5000	10/01/14 - 10/31/14	09/20/2013		<a href="#">View</a>
<a href="#">ABC Grain Co.</a>	Soybeans	Cash	5,000.00	\$12.0000	10/01/14 - 10/31/14	12/02/2013		<a href="#">View</a>

Market Tracking

Cash Sales



Rich Revelle 2016 [Change](#)

Summary Profiles Cash Futures Options Payments Insurance Targets Plan Reports Settings

### Options trades

Profile	Commodity	Position	Qty	% Prod.	Value/unit	Value
Corn	Corn	Buy Put - Open	30,000	17.65%	(\$0.05846)	(\$9,937.50)
Corn	Corn	Sell Call - Open	30,000	17.65%	\$0.02316	\$3,937.50
<b>Total</b>						<b>(\$6,000.00)</b>

Board prices retrieved on May 06, 2014 at 04:31PM CT

Chart Data:

Trade	Value
Corn - Buy put	(\$9,937.50)
Corn - Sell call	\$3,937.50
Total	(\$6,000.00)

[+Add options trade](#) [Export to csv](#)

Rich Revelle 2016 [Change](#)

Summary Profiles Cash Futures Options Payments Insurance Targets Plan Reports Settings

### Edit insurance

#### Soybeans (2014)

Practice Dryland

Product

State & County State  County

Coverage level

Dry APH yield  bu

[Save Insurance](#) [Cancel & return to insurance list](#)

**\$11.36**  
PRICE

## Futures and Options

## Insurance

## REVENUE SUMMARY

Show Hide

Profile	Commodity	% Hedged	Target price	Current revenue	Target revenue	Difference
2014 - Corn	Corn	67.65%	\$5.0140	\$868,950.00	\$852,380.00	↑ \$16,570.00
2014 - Soybeans	Soybeans	32.47%	\$10.7704	\$369,032.00	\$331,728.32	↑ \$37,303.68
<b>Total</b>				<b>\$1,237,982.00</b>	<b>\$1,184,108.32</b>	<b>↑ \$53,873.68</b>

## CORN 2014

Show Hide

Acres <b>1,000.00</b>	Yield (avg) <b>170.00</b>	Production <b>170,000</b>	Insured <b>65,000 bu</b> <small>sold 176.92% of insured</small>	Hedged <b>115,000</b> <small>67.65% of prod</small>	Target Price <b>\$5.0140</b> <small>\$4.5434 breakeven</small>	Board (Dec14) <b>\$5.0950</b> <small>(\$0.2000) default basis</small>
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Value	Per bu	Per Acre	Gross
Current	\$5.1115	\$868.95	\$868,950.00
Target	\$5.0140 \$4.5434 breakeven	\$852.38 \$772.37 breakeven	\$852,380.00 \$772,371.79 breakeven
Difference	↑ \$0.0975	↑ \$16.57	↑ \$16,570.00

## Reports

Risk Management **What-if Analysis** Plan

Select client

Rich Revelle

Select crop profile

✕ 2014 All Crops

Select livestock profile

✕ Live Cattle (Pen 1) out 06/04/2014

Board prices **Yield** Insurance Basis / Price Targets

[Reset all board prices](#)

Commodity	Futures month	What-if price	Current price
Corn	Dec 14	\$ 4.0000	\$5.09500
Soybeans	Nov 14	\$ 10.0000	\$12.25250
Live Cattle	Jun 14	\$ 1.30	\$1.38275

 Run report

Reports

What-if Analysis

Offer Deck ▾ Active Requests **2** Accepted Inactive

**+ Add New Offer**  Action ▾

Viewing: **Acknowledged** 2 **Reached** 1

Type - clear  
All ▾

Status - clear  
All ▾

To reach - clear  
0.00

Amount - clear  
from - to

Delivery - clear  
Date range

Expiration by - clear  
Expires 5:00 PM ▾

Location - clear

Offer	Client	Status	Commodity	Amount	Location	Delivery	Type
<input type="checkbox"/> TOQH-1852	Peterson	A	Corn	10,000.00	ABC Terminal 2	12/01/14 - 12/30/14	HTA
<input type="checkbox"/> ALKI-3003	DeMuth	R	Corn	15,000.00	ABC Terminal 1	07/15/14 - 07/30/14	Cash

**HHEJ-4154** Details History

Offer ID	HHEJ-4154	Type	Cash
Client	Ty Anderson	Offer price	\$4.00000 Sep14
Status	Acknowledged	Reference	
Commodity	Corn	Hedge price	\$4.26000
Amount	5,000.00 bu	Current price	\$3.34250
Location	ABC Terminal 1	To reach	\$0.65750
Delivery	09/15/14 - 09/29/14	Offer expiration	08/22/14 05:00 PM
Notes			

[Close Details](#)

## Offer Management

