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Resources

Blueprint for Farm Financial Success

New from the ABA, this handy guidebook will educate farmers and ranchers on how to be well prepared when applying for a loan. It provides a tangible way to logically and clearly explain why financial statements are important, how to measure success, and how to prepare for the loan borrowing process. Plus, it gives ag producers a better understanding of the farm business from a financial viewpoint by including:

- Sample financial statement forms and explanations as to how to complete them
- Summaries of financial performance ratios
- A checklist of the 12 questions every borrower must answer before they approach your bank for a loan.

Sold in packages of 20 to distribute to your farmer and rancher customers.

Catalog # 041650, ABA Member \$54, Non-member \$81

Three Steps to Farm Marketing: Market Planning for Agricultural Producers

Because the need for market planning by today's agricultural producers has never been greater, ABA has designed this indispensable *new* manual. It will educate farmers and ranchers on how to build a marketing program for the crops and livestock they produce and sell. Unveiled are the three essential steps producers must take to develop a successful farm marketing plan:

- Calculate the break-even
- Create a marketing plan
- Execute the marketing plan.

Plus, benefit from the examination of such concerns as:

- Why American producers still struggle with farm marketing
- The risks in farming and their impact on markets
- The elements that do not work in farm marketing
- And much more!

Sold in packages of 20 to distribute to your farmer and rancher customers.

Catalog # 041675, ABA member \$54, Non-member \$81

Weighing the Variables, A Guide to Ag Credit Management

Weighing the Variables is a single-volume library that translates the recommendations developed by the Farm Financial Standards Task Force into *quick and simple-to-use* guidelines and ratios for risk rating and strategies for managing credit.

It's a must for the entire agricultural lending industry ... and that's no exaggeration! Now, everyone from lending officers to ag educators will know how to implement these recommendations for information collection, reporting and analysis ... *just by reading this easy-to-use text.*

Catalog # 041500, ABA Member \$58, Non-member \$87

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