

# PLANTS DON'T CARE ABOUT THE MARKET CONDITIONS



**I**n recent months, economics of farming has been the dominant issue, even more so than in most years. Seed and fertilizer costs continue to be higher than farmers are accustomed to paying. So much money out the door means that a lot of return has to be guaranteed to come back in to ensure profitability.

**Uncertainties in markets and yields put farmers at a greater risk of losing larger amounts of capital.** This has led to questions about how costs can be trimmed and risks

managed. The upshot is that there are no general, quick fixes. Individuals have to assess for themselves the risks they are willing to take.

**The most important consideration in this economic environment is taking the time to make an informed decision.** Knowing the fundamentals of crop nutrition is essential. Many tools – including soil testing, tissue testing, and university recommendations – provide good science and serve as guideposts for nutrient management decisions.

**Remember that the plant, like a child, doesn't care about the markets. It just wants to be fed.**

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