



The Farmer Mac *Forward* is a quarterly newsletter for our network of approved lenders that communicates important changes to the Seller/Service Guide and loan programs, as well as upcoming events and announcements. If you have any questions about the information in this volume, please contact our Client Services team at 866.452.2617 or [clientservices@farmermac.com](mailto:clientservices@farmermac.com).

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## ***Seller/Service Guide Updates and Announcements***

### ***Changes to Guide – Effective August 1***

On August 1, we made several notable changes to the Seller/Service Guide ("SSG") and Training Kit to address the evolving needs of our customers (you!) and to stay up-to-date with the ever-changing agricultural lending landscape. Most of these changes are minor clarifications, adjustments, or additions. However, some changes are more substantive.

The Client Services team sent an email outlining the changes on July 31, which included a SSG Update Summary document ([HERE](#)). Hyperlinks to the updated SSG sections can also be accessed within the Guide Update Log at the back of the SSG.

To ensure that your institution has the most current versions of the SSG and Training Kit, please refer to copies in the [Resource Library](#) at [efarmermac.com](http://efarmermac.com). You may also contact Client Services to request replacement inserts for your Training Kit binder.

## ***Important Updates***

### ***Annual Seller Certification Due this Friday***

The deadline for active Farmer Mac Farm and Ranch customers to complete the Annual Certification is THIS Friday, August 10. The Client Services team sent an email to all account Administrators of active Farmer Mac Farm & Ranch profiles on July 9 with instructions on how to complete the process. It's important that your institution's Administrator completes the certification to avoid disruptions to your account. If you are the Administrator and did not receive this email, or have questions about the process, please contact your Farmer Mac [Relationship Manager](#).

### ***New Rate Lock Desk Phone Number***

To ensure faster response times, we have changed the Rate Lock Desk number to 866.452.2617. For Farmer Mac 2/USDA Guaranteed Securities transactions, please continue to call 877.770.3644.

The rate lock hours of operation have not changed; however, they are now posted in Central time (Monday thru Friday 9 a.m. – 2 p.m. CT).

### ***Pricing Guidelines***

Please visit the [Resource Library](#) for the updated [Commodity Pricing Guidelines](#). Please keep in mind that these are pricing estimates for the long-term, and not a short-term perspective.

### ***Training***

Don't forget that we are here to help! Our Client Services team offers training for new and existing lenders. We can tailor a training experience to your specific needs, for one person or for a large audience. We offer interactive webinars and onsite training. Do you have people new to using Farmer Mac programs and solutions? We can get them up to speed. Please contact our Client Services team at 866.452.2617 or email us at [ClientServices@farmermac.com](mailto:ClientServices@farmermac.com) to schedule your next training appointment or request to have a [Training Kit](#) mailed to you.

### ***Dave's GPS***

#### ***Keep Up with Dr. David Kohl through Farmer Mac***

In Dr. Kohl's most recent GPS, ***The Management Factor***, he discusses how institutions are struggling to evaluate the management factor in their risk-rating system. Using recent research and real-world observations, he explains how to objectively quantify, define, and evaluate the management factor.

Along with Dave's GPS, see Dr. Kohl's bi-monthly "Dashboard" for his assessment of today's global and domestic economics: [Dave's GPS and Dashboard](#)



### ***News & Events***

#### ***The Feed - Fall Edition Coming Soon!***

The fall edition of [The Feed](#), Farmer Mac's quarterly perspective on agriculture, will launch in early September. Be sure to check your inbox in the coming weeks for the latest information on the ag economy.

If you haven't yet read the summer edition, which came out in June, you can download it [HERE](#). Included is a special report on the impacts of Chinese agricultural trade on the U.S., updates on the ag economy and U.S. macroeconomy, outlook on weather, and commodity market updates including grains, livestock, dairy, and nut crops.

#### ***Farmer Mac Road Show 2018***

**September 5 - October 17 | 9:30 AM - 1:30 PM**

The popular Farmer Mac Road Shows are coming back this September and October. Come meet the Farmer Mac underwriting and business development teams, have lunch, network with other local lenders, and join the conversation. A list of cities and dates are below. To register please [CLICK HERE](#). It's FREE!

#### ***Schedule of Events***

- Aug. 12-14** [Independent Community Bankers of North Dakota](#) Annual Convention; Bismarck, ND
- Aug. 16** [Ohio Bankers League](#) Ag Lending Conference; Columbus, OH
- Aug. 23** [Mississippi Bankers Association](#) Agriculture Conference; Jackson, MS
- Aug. 24-25** [Illinois Bankers Association](#) Ag Banking Conference; Springfield, IL
- Aug. 27-29** [FCCServices](#) RAAW Conference; San Diego, CA
- Sept. 5-7** [Farmer Mac Road Show Week 1; Iowa City, IA - Ames, IA - Sioux City, IA\\*](#)
- Sept. 6-7** [Nebraska Bankers Association](#) Fall Agri-business Conference; Lincoln, NE

- Sept. 10-14** [Farmer Mac Road Show Week 2; Fargo, ND - Willmar, MN - Mankato, MN – Wisconsin Dells, WI - La Salle, IL\\*](#)
- Sept. 16-18** [Iowa Bankers Association Annual Convention; Des Moines, IA](#)
- Sept. 17-21** [Farmer Mac Road Show Week 3; Sioux Falls, SD - York, NE - Manhattan, KS - Joplin, MO - Blue Springs, MO\\*](#)
- Sept. 24-28** [Farmer Mac Road Show Week 4; Columbia, MO - Quincy, IL - Mt. Vernon, IL - Indianapolis, IN - Columbus, OH\\*](#)
- Sept. 25-26** [Arkansas Bankers Association Mega Conference; Little Rock, AR](#)
- Sept. 27-28** [North Dakota Bankers Association Ag Credit Conference; Fargo, ND](#)
- Oct. 1-5** [Farmer Mac Road Show Week 5; San Luis Obispo, CA - Fresno, CA - Sacramento, CA - Pasco, WA\\*](#)
- Oct. 9-12** [Farmer Mac Road Show Week 6; Oklahoma City, OK - Little Rock, AR - Sikeston, MO - Greenville, MS\\*](#)
- Oct. 15-17** [Farmer Mac Road Show Week 7; Colorado Springs, CO - Ft. Collins, CO - Dodge City, KS\\*](#)

\*Farmer Mac hosted event or speaking engagement.

### ***In Case You Missed It***

#### ***Webinar: Positioning for Success in Cyclical Economics with Dr. Dave Kohl***

In early July, Farmer Mac hosted a Refresh webinar featuring Dr. David Kohl. Over 500 bankers listened in to this information-packed session, where he discussed how previous generations were required to manage volatility, despite global and domestic economic forces that have moved the bar to volatility in the extremes. He explained how this would create more opportunity in the decade ahead than in the past half-century; however, if not managed properly, volatility can create a high probability for failure. This energizing session took a walk around economic trends, and analyzed their implications for organizations, businesses, and personal endeavors. Listen to the recording to find out how-- regardless of the cycle, and if you manage well and proactively-- you can be on the positive end of the profit spectrum! To view and listen to a recording of the session, [CLICK HERE!](#)

### ***Seller Servicer Guide Amendments(s):***

Due to the number of updates recently made to the SSG, please refer to the Guide Update Log at the back of the SSG, located in the [Resource Library](#) at [efarmermac.com](#).

Questions about our new resources or SSG amendments? Our Client Services team is here to help. 866.452.2617 or [clientservices@farmermac.com](mailto:clientservices@farmermac.com).