**THE FACTS ON HOW USDA REPORTS IMPACT PRICES**

The common opinion among many in agriculture is that prices always go down following the release of USDA crop and livestock reports. However, **the facts show that prices go up as often as they go down**. Most people tend to remember when prices decline following a report due to the media attention it gets but the facts show that prices increase just as often or more often.

The tables and charts in this pamphlet illustrate a comparison of cash commodity price changes following USDA reports. The tables show the number of times prices increase and decrease after the release of reports over time, and the average gains and declines. If you look at the soybean price tables as an example, you can see that over the past 10 years soybean prices increased 25 times and only decreased 23 times on the day of and week after the monthly *Crop Production* report was released. Prices for corn, cattle, and hogs a week after release of the respective report for each commodity all followed a similar pattern, increasing more often than they declined, for the time periods specified in this pamphlet. Meanwhile, the tables and charts for wheat show that prices did decrease more often than they increased but average price increases were larger than the average price decline.

USDA reports in and of themselves do not determine the price. The actual supply that enters the marketplace, along with domestic and export demand, determine the price farmers receive for their products. It is true that the futures market, and then in turn the cash market, may go up or down following USDA reports. However, these fluctuations are often due to the market correcting itself from speculative trading leading up to the USDA report based on information from private forecasters. Following a particular USDA report, prices will adjust to the information provided and may go up or down that day, but the tables in this pamphlet show that **over longer periods of time prices go up about half the time and go down about half the time following the release of USDA reports**.
Corn production forecasts are published in the monthly Crop Production report in August, September, October, and November with final estimates published in the January Crop Production Annual Summary. The charts below summarize how corn prices changed on the day of or the week after these reports were released over the past 10 years.

Number of changes and average change on the day of the report release
Price Increases: 23 .......................... Average Change: +9.2₵/bu
Price Decreases: 26 .......................... Average Change: -9.8₵/bu
No change: 0

Soybean production forecasts are published in the monthly Crop Production report in August, September, October, and November with final estimates published in the January Crop Production Annual Summary. The charts below summarize how soybean prices changed on the day of or the week after these reports were released over the past 10 years.

Number of changes and average change on the day of the report release
Price Increases: 25 .......................... Average Change: +19.3₵/bu
Price Decreases: 23 .......................... Average Change: -23.3₵/bu
No change: 1

Wheat production forecasts are published in the monthly Crop Production report in May, June, July, and August with final estimates published in the September Small Grains Annual Summary. The charts below summarize how wheat prices changed on the day of or the week after these reports were released over the past 10 years.

Number of changes and average change on the day of the report release
Price Increases: 17 .......................... Average Change: +14.4₵/bu
Price Decreases: 29 .......................... Average Change: -13.0₵/bu
No change: 3

Number of changes and average change the week after the report release
Price Increases: 25 .......................... Average Change: +30.2₵/bu
Price Decreases: 23 .......................... Average Change: -31.1₵/bu
No change: 1

Number of changes and average change the week after the report release
Price Increases: 20 .......................... Average Change: +25.6₵/bu
Price Decreases: 29 .......................... Average Change: -25.1₵/bu
No change: 0