

Sauder looks at farming's future marketing

BY SHEILA MILLER

LANCASTER — Bears and bulls would seem like a highly unusual combination in a farmer's market, but Lancaster County's David K. Sauder spends most of his days watching the agricultural commodities for just these two items.

What Sauder is studying, however, is not the four-legged versions of bears and bulls, but what these two terms mean on the commodity market. A bearish market is one that is falling off and a bullish market is one that is gaining in strength and might indicate a wise investment.

A native of Landisville, Sauder, 32, is a registered commodities advisor and is president of a brokerage operation known as Trade Tech Management, Inc. This company has been in operation for slightly over a year and serves clients on the East Coast from as far away as Florida, Georgia, and Ohio.

David describes his work as a commodity broker as being "somewhat like a weatherman". In his business, David says, physics even comes to play — as Newton's Law states, for every action there is a reaction.

Keeping an eye on the daily action on the trading floors of

Chicago and the market reactions to business requires a constant vigil on David's part, along with the help of several employees who chart the probability and statistics of the market place. Computer print outs and detailed graphs help the local broker measure what to expect from the deals taking place on the floor of the Chicago Board of Trade.

Inside David's office, the telephone is ringing as farmers and investors check in to get recommendations on whether the bearish market means they should sell, or whether the bullish market indicates additional investment on commodities like cattle, hogs, corn, wheat, or coffee is wise. Several computer terminals with their television-like screens, show the trends on several markets all at once. So, at a punch of a button and without getting out of his chair, David can keep a trained eye on the Mercantile, Board of Trade, New York markets, plus get all the up-to-date USDA market news.

Knowing and understanding the commodity markets and how to use the Futures as a tool took David years of work and study. What led David into the field was



David K. Sauder, Lancaster, checks in on the wheeling and dealing going on at the Chicago Board of Trade by just pressing a few keys on his computer terminal. Sauder ad-

vises clients, many of them farmers, on commodity marketing — both buying and selling — from his office chair at Trade Tech Management, Inc.

his own desire to make farming a career.

"When I decided I'd like to farm

for a living, I tried to put farming down on paper as a business",

David recalls. "It didn't work

out."

"Studying it, I realized farming's weakest link is marketing. So I decided I'd better understand that first."

After graduating from Lancaster Mennonite High School in 1967, Sauder studied business management through correspondence courses at LaSalle University and Penn State. For six years, he was employed by Hornblower and Weeks, a Lancaster brokerage firm (now Shearson Loeb Rhoades, Inc.)

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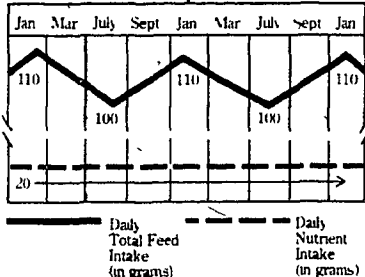
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