



Program Outline

The educational portion of the program is designed to offer insight into the important elements and fundamentals of crop marketing.

The basic outline is as follows:

- Simple steps to grain marketing
- Why marketing is important
- Corn/Soy pricing and price outlook (sizing up the market)
- Market seasonality
- Using insurance in the marketing program
- Basis and effect of basis on marketing
- Using crop budgets to find your starting point
- Setting up your cost of production
- Setting your marketing triggers
- Selling grain on the markets
 - Cash
 - Cash forward
 - Hedge-to-arrive
 - Futures and futures marketing
 - Options and option markets
- Five most common grain marketing mistakes
- Then on to playing the game....

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