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Dr. Elwynn Taylor, Professor & Iowa State University Extension Climatologist  
Dr. Chad Hart, Professor of Economics & Crop Market Extension Economist, Iowa State University  
Alan Brugler, President, Brugler Marketing & Management  
Dr. Mark Seeley, Professor, Department of Soil, Water, and Climate, University of Minnesota  
Scott Cordes, President, CHS Hedging  
Dr. Lee Schulz, Professor and Livestock Economist, Iowa State University  
Bob Craven, Director, Center for Farm Financial Management and Extension Economist, University of Minnesota

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MINNESOTA MASTER MARKETER PROGRAM

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WHEN
January 13-14
February 10-11
and
March 9-10
2016

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MINNESOTA MASTER MARKETER PROGRAM
January 13-14 • February 10-11 • March 9-10, 2016

Wednesday, Jan 13
10:00a Welcome
10:30a Five Common Mistakes in Grain Marketing (Edward Usset, University of Minnesota)
Noon Lunch
1:00p Cost of production trends (Bob Craven, University of Minnesota)
2:00p Developing a pre-harvest marketing plan
3:00p Break
3:15p Pricing tools in pre-harvest marketing
5:00p Adjourn to reception

Thursday, Jan 14
8:00a Developing a post-harvest marketing plan (Edward Usset)
10:00a Break
10:15a Climate Trends and Impacts (Dr. Eiwynn Taylor)
Noon Lunch
1:00p Pricing tools and strategies in post-harvest marketing (Edward Usset)
3:00p Adjourn

Wednesday, Feb 10
10:00a Commodity Challenge
10:30a Executing a pre-harvest plan in a market simulation
Noon Lunch
1:00p Fundamental analysis of livestock market (Dr. Lee Schulz, ISU)
2:15p Fundamental analysis of grain markets (Dr. Chad Hart, ISU)
3:00p Break
3:15p Fundamental analysis of grain markets—continued (Dr. Chad Hart)
5:00p Adjourn

Thursday, Feb 11
8:00a Technical analysis (Alan Brugler, Brugler Marketing)
10:00a Break
10:15a Technical analysis—continued (Alan Brugler)
Noon Lunch
1:00p Technical analysis—continued (Alan Brugler)
3:00p Adjourn

Wednesday, Mar 9
10:00a Commodity Challenge
10:30a Minnesota climate trends (Dr. Mark Seeley, University of Minnesota)
Noon Lunch
1:00p Executing a post-harvest plan in a market simulation
3:00p Break
3:15p How to work with a broker (Scott Cordes, CHS Hedging)
5:00p Adjourn

Thursday, Mar 10
8:00a Special situations: short crops and inverted markets
10:00a Break
10:15a Pulling it all together (Edward Usset)
Noon Adjourn

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