



## Grain Marketing Workshops



UNIVERSITY OF MINNESOTA  
EXTENSION

Learn more online: [www.CFFM.umn.edu/WTG](http://www.CFFM.umn.edu/WTG)

### Sponsorship Opportunities

University of Minnesota Extension proudly offers local sponsorship opportunities for its **Winning the Game** and **Tool Time** marketing workshops.

Developed by the Center for Farm Financial Management, these workshops are presented by Regional Extension Educators. Choose from two new practical and fun programs. Your customers will appreciate you for bringing these valuable, half-day workshops to them.

### Benefits

Sign up today to provide this value-added service to your customers. You will be offering your top clients access to highly regarded, award winning programs from University of Minnesota Extension.

You will receive:

- ▮ Recognition throughout
- ▮ Listing in statewide publicity

### Responsibilities

As a workshop sponsor, you are asked to:

- ▮ Pay a sponsorship fee of \$600
- ▮ Host your workshop
- ▮ Provide facility & refreshments
- ▮ Recruit participants

### Participants are saying:

*"Because of your workshop, I forward contracted 70% of my crop. On my 1,200 acre farm, the difference between forward contracting and doing nothing was \$70,000. Your teaching clearly sunk in!"*

*"Everybody talks about writing a marketing plan. Winning the Game 2 finally addresses the integral components of a marketing plan in a step-by-step process of development based on a farm's unique situations. It is a 'must' for every ag producer."*

*"The speakers were excellent, interesting, knowledgeable and humorous. The game was well presented and fun to play."*

*"I have found a marketing plan that is simple to use and understand!"*

### Sponsors are saying:

*"This Winning the Game workshop and Ed Usset were the ideal choice for our winter meeting. The message was laid out in simplified terms and well-received by those attending. We have had nothing but positive feedback."*

**Sherri Tomhave**  
Farm Credit Services of Illinois

Offer your customers something more...



For years you've known us for our award winning and practical Winning the Game programs. These workshops help producers develop pre and post-harvest grain marketing plans. Last year we introduced Tool Time to offer producers a better understanding of pricing tools. Winning the Game and writing your marketing plan is a great first step – Tool Time and selecting the right pricing tool completes the process. All of our programs are a half-day in length, feature a realistic and fun simulation game, and present a different approach to marketing that leaves producers saying, "I can do this."

## Winning the Game: Launch your Pre-harvest Marketing Plan

Have you ever written a concise and practical marketing plan? Examine the key elements of a pre-harvest plan, and learn how crop insurance, target prices and decision dates work together to secure a good price. Create a marketing plan and execute it in a market simulation - see how a plan works and how you adapt to a volatile market.

Length: Half-day

Recommended delivery time: December - March

## Winning the Game: Launch and Land your Post-harvest Marketing Plan

How would you go about writing a post-harvest marketing plan? In this workshop, we examine six marketing styles, represented by celebrity marketers like Barney Binless, Peter Paperfarmer, and May Sellers. Their marketing styles allow us to explore seasonal patterns, carrying charges, and selling the carry. But having a plan is just half the battle - do you have an exit strategy to complete the plan?

Length: Half-day

Recommended delivery time: Early September, November, December

## Tool Time for Pre-harvest Marketers

What pricing tools are available to grain marketers before harvest? In this workshop, we illustrate the pros and cons of six different pricing tools: forward contracts, selling futures contracts, hedge-to-arrive contracts, buying put options, forward contracting and buying call options, and selling calls to form a price window. The simulation game lets you "test drive" the tools in a volatile market, and review valuable lessons learned in "Launch your Pre-harvest Marketing Plan."

Length: Half-day

Recommended delivery time: December - March

## Tool Time for Post-harvest Marketers

This workshop illustrates the pros and cons of pricing tools used after harvest. A corn plan illustrates tools used to sell the carry, including forward contracts, selling futures contracts, hedge-to-arrive contracts, and buying put options. A soybean plan illustrates four more tools: selling at harvest, storing unpriced grain, re-ownership with call options, and price windows. Try them out in a simulation and review key aspects of a post-harvest marketing plan.

Length: Half-day

Recommended delivery time: Early September, November, December

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.

## Sign Up Today

Contact one of these Extension Educators to sponsor your Winning the Game or Tool Time Workshop:

### David Bau

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### Bill Craig

Crookston, MN  
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### Gary Hachfeld

Mankato, MN  
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### Bret Oelke

Fergus Falls, MN  
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### Ed Usset

St. Paul, MN  
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## Statewide Sponsors

In addition to your local sponsorship, these workshops are made possible with help from:



**MN Soybean Research  
& Promotion Council**  
www.mnsoybean.org



**Center for Farm  
Financial Management**



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