

Insuring Success for Wyoming Agriculture:

Marketing Risk Management

Wednesday, March 27 – Cheyenne

LCCC Campus – Rm 121 Center for Conferences & Institutes

This program provides opportunities to learn marketing strategies and technologies that can lead to greater success in agriculture.

- The **morning session** will cover marketing risk management, marketing tools and crop insurance
- The **afternoon session** will integrate these tools using a case-study marketing simulation for one crop, allowing participants to market grain using the risk management tools previously discussed

Introduction

Understanding the four types of price variation
Seasonal, Cyclical, Trend, Random
Discussion of risk management and price variation patterns

Understanding Basis and the Signals it Provides

Price and Basis patterns
Marketing signals

Overview of Traditional Marketing Tools:

Futures
Options
Forward contracting

Grain Price and/or Production Insurance Policies

Yield Protection (YP)
Revenue Protection with Harvest Price Exclusion (RP-HPE)
Revenue Protection (RP)

Livestock Price Protection Options

Traditional Marketing Tools
Livestock Risk Protection Insurance

Combining Price and Revenue Protection Tools

Using multiple marketing tools to manage price and revenue risk

Registration

Must RSVP in advance, \$10 registration includes lunch and all materials:

Albany County Extension 307-721-2571 OR

Registration must be completed in advance on-line via http://cheyenne_mrm.eventbrite.com



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