

Insuring Success for Wyoming Agriculture:

# Master Marketer - Marketing Risk Management

**Wednesday, January 29 – Powell**

**Powell R&E Center - 747 Road 9**

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

- The session will cover marketing risk management, marketing tools and crop insurance as part of a risk management strategy
- The session will integrate these tools using a case-study approach, allowing participants to market commodities using the risk management tools

## 9:00 a.m. - Introduction

Understanding the four types of price variation

Seasonal, Cyclical, Trend, Random

Discussion of risk management and price variation patterns

## Understanding Basis and its Signals

Price and Basis patterns

Marketing signals

## Overview of Traditional Marketing Tools

Futures

Options

Forward contracting

## Insurance Policies for Risk Management

Yield Protection (YP)

Revenue Protection with Harvest Price Exclusion (RP-HPE)

Revenue Protection (RP)

Livestock Risk Protection (LRP)

Pasture, Rangeland, Forage Insurance (VI-PRF)

## Livestock Market Risk Control Options

Using multiple risk controls to manage livestock marketing risk

## Crop Market Risk Control Options

Using multiple risk controls to manage crop marketing risk

## Registration

Must RSVP in advance, \$15 registration includes meal and all handout materials:

Park County Extension 307-754-8836



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