

Insuring Success for Wyoming Agriculture:

Master Marketer - Marketing Risk Management

Wednesday, February 18th – Gillette

George Amos Memorial Building: Cottonwood Room

412 S. Gillette Ave., Gillette WY

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

- **Topics:** types of price variation, overview of market risk, tools for price risk management, and other controls available for overall risk management
- **Approach:** will tools discussed using an exercise application approach, engaging participants on market strategies and applying various risk management tools

10:00 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

Traditional Marketing Tools

Futures
Options
Forward contracting

Comparative Price Risk Management

Software comparing cash/futures/options for effective market risk management

Other Tools for Risk Management

Farm Programs: ARC/PLC, SCO, LFP, LIP, ELAP, NAP coverage
Insurance options:
Revenue coverage, Yield protection, harvest price exclusion,
LRP, LGM, PRF-VI, WFRP, and more. . .
Evaluating Alternative Risk Strategies

Registration

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

Campbell County Extension 307-682-7281



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