

Insuring Success for Wyoming Agriculture:

Master Marketer - Marketing Risk Management

Thursday, January 30 – Sheridan
Sheridan College - Ag Watt Building Room 131

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. - Introductions

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:
Sheridan County Extension 307-674-2980



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