

Insuring Success for Wyoming Agriculture:

# Master Marketer - Marketing Risk Management

**Tuesday, February 17<sup>th</sup> – Douglas**

**Converse County Extension Office**

**State Fairgrounds - 133 West Center**

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:

Natrona County Extension 307-235-9400



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**RIGHT RISK**™