

Speakers for the Event

Developing This Year's Marketing Plan For Feedgrains

February 8-9, 2012



Dr. Stephen H Amosson is a Regents Fellow, Professor and Extension Economist - Management for Texas AgriLife Extension Service. He covers the economic issues important to today's agribusiness operator from marketing commodities, enterprise budgeting, alternative irrigation systems, waste management to water policy. He is co-founder of the Master Marketer Educational System and co-organizer of the Personnel Management Conference.

Dr. Mark Welch is an Assistant Professor and Texas AgriLife Extension Economist in the Department of Agricultural Economics at Texas A&M University specializing in grain marketing. His research and Extension appointment are focused on the interests of all stakeholders in the Texas grain industry, particularly in the areas of risk management and market analysis. By providing relevant, timely, and research-based market and management information, Dr. Welch upholds the mission of Texas AgriLife Extension to serve and improve the lives of the people of Texas.



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**AgriLIFE EXTENSION**
Texas A&M System

Developing This Year's Marketing Plan For Feedgrains

Obviously, the feedgrains market is in chaos. Changing S & D conditions, potential acreage shifts, CFTC trading restrictions, the elimination of ethanol tax credits/barriers, La Nino, the European debt crisis, among other things will make 2012 one of the most challenging marketing years for feedgrains producers. Come join us for a two day workshop, February 8 & 9, to gain a better understanding of the fundamental and technical factors affecting the Feedgrains market for the upcoming year. The ultimate goal of the workshop is to develop a written marketing plan for the 2012 crop.

Time will be spent examining the projected impacts of ethanol production, feed use, exchange rates, price levels, weather concerns, Industry issues and basis. In addition to the fundamentals, specific attention will be spent discussing the marketing tools that may best fit this years marketing plan including pros, cons, how and/or when to use them and potential implications to your credit line.

Dr. Steve Amosson, Regents Fellow and Extension Management Economist and Dr, Mark Welch, Assistant Professor and Extension Grain Marketing Specialist will serve as the primary instructors. Their instruction will be supplemented by guest speakers including a panel of area lenders, brokers and grain merchandisers to address key issues facing local producers in the upcoming marketing year.

GENERAL INFORMATION

2012 Feedgrains Workshop

February 8 & 9, 2012

9:00 a.m. to 4:00 pm

Several topics will be covered in the course including the relationships between oil, ethanol and corn prices and the renewable fuel standards. The specific topics include:

- Developing a Marketing Plan
- Cost of Production
- Fundamentals
 - Ethanol
 - Feed Use
 - Exchange Rates – Exports
- CFTC trading changes
- Basis
- Technical Analysis
- Cash and Contract Seasonality
- Marketing Tools
- Marketing Strategies
- Cropping season weather forecast
- Industry Panel

**For more information contact
Leon Guerrero at (806) 677-5600 or
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REGISTRATION

To register and pay for this course, please go to website:
<http://agriferegister.tamu.edu>. This is the preferred method of registration and payment. Registration and payments will be accepted on-site but registration must be done prior to deadline.

Registration deadline is February 3!

Location: Texas AgriLife Research & Extension Center, 6500 Amarillo Blvd. West, in Amarillo.

Cost: \$125.00 per participant and will cover the costs associated with instruction, breaks, meals and materials.