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## SECTION HEADING

### AGRI 1152: Agricultural Marketing and Prices

#### Description

Agricultural Marketing and Prices explores the economics of agricultural marketing, organization of markets and marketing enterprises, marketing policy, and price trends of agricultural commodities.

#### Credits

3

#### Prerequisite

None

#### Corequisite

None

#### Topics to be Covered

1. Preparation for Marketing
2. Futures Market
3. Mistakes of Marketing
4. Marketing Plans – Pre/Post Harvest
5. Pricing Tools (hedging, options, forward price, Hedge-to-Arrive, etc)
6. Basis
7. Price Protection
8. Crop Insurance

#### Learning Outcomes

1. Describe an appropriate mind-set for marketing.
2. Explain what a futures market is.
3. Describe price setting factors of futures exchange.
4. Calculate marketing margins.
5. Identify producer mistakes in marketing.
6. Analyze and develop marketing plans.
7. Apply hedging as a market tool.
8. Apply options as a market tool.
9. Analyze basis and market timing.
10. Evaluate price risk and protection strategies.

#### Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None