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## SECTION HEADING

### FBMT 1170: Introduction to Farm Commodity Marketing

#### Description

Introduction to Farm Commodity Marketing introduces the student to the various methods and tools to market farm commodities. The students will study types of marketing contracts, cash markets, the roles of brokers and market advisors and the importance of insurance.

#### Management Credits

3

#### Topics to be Covered

1. Cost identification
2. Basic concepts in futures marketing
3. Marketing alternatives and form of sales
4. Evaluating marketing services

#### Learning Outcomes

1. Describe the history of commodity markets.
2. Identify the influences of supply and demand on prices.
3. Identify the law of demand.
4. Identify the law of supply.
5. List commodities that are traded.
6. Identify market symbols.
7. List commodity trading exchanges.
8. List United States Grain Inspection Service (USGIS) specifications for commodities.
9. Describe alternative sales tools.