
SECTION HEADING

FBMT 1180: Strategies in Farm Commodity Marketing

Description

Applying Commodity Marketing Fundamentals teaches the student to apply the various methods and tools to market farm commodities. The students will utilize various marketing tools to enhance their farm business operations.

Management Credits

3

Topics to be Covered

1. Cost calculation
2. Preparing for trading
3. Plan for basic marketing
4. Options for using marketing tools

Learning Outcomes

1. Compute storage costs
2. Analyze production and storage costs as related to cash flow needs
3. Explain hedging contracts
4. Explain the roles of brokers and marketing advisors
5. Explain what market positions are subject to margin calls
6. Identify seasonal marketing trends
7. Name primary commodity marketing reports
8. Record data to calculate production and storage costs
9. Use basis history to enhance commodity selling price