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## SECTION HEADING

### FBMT 1190: Evaluating Farm Commodity Marketing Tools

#### Description

Evaluating Farm Commodity Marketing Tools teaches the student to evaluate the various farm marketing tools and to select the tool appropriate to the present marketing situation. The student will analyze marketing alternatives and apply to farm business marketing.

#### Management Credits

3

#### Topics to be Covered

1. Current marketing plan
2. Costs as they relate to cash flow needs
3. New alternatives

#### Learning Outcomes

1. Analyze various farm marketing tools
2. Calculate price risk
3. Chart commodity price movement
4. Develop strategies of use for call options
5. Develop strategies of use for put options
6. Interpret farm commodity charts to identify marketing opportunities
7. Recognize changes in government farm programs
8. Recognize changes in insurance
9. Relate current government farm programs to the farm business