SECTION HEADING

FBMT 2180: Strategies in Farm Commodity Marketing

Description

Strategies in Farm Commodity Marketing plans marketing strategies necessary to achieve a farm business. The student will create a year-round marketing plan utilizing a variety of marketing strategies to maximize farm income return.

Management Credits

3

Topics to be Covered

1. Marketing plans based on current market situations
2. Production cost and carry calculations
3. New alternatives
4. Marketing tool usage
5. Marketing strategies to enhance farm profit and cash flow
6. Marketing plans based on current market situations
7. Production cost and carry calculations
8. New alternatives
9. Marketing tool usage
10. Marketing strategies to enhance farm profit and cash flow

Learning Outcomes

1. Analyze specialty crop and livestock contracts
2. Evaluate the financial return to marketing investment
3. Evaluate various sources of marketing information
4. Interpret commodity charts to identify fundamental market signals
5. Interpret commodity charts to identify technical market signals
6. Interpret technical indicators to develop marketing strategies
7. Measure intermarket spreads
8. Measure intramarket spreads
9. Propose changes to marketing tool usage