

Developing This Year's Marketing Plan – Feed Grains

February 27 – 28, 2019

Agenda – Day 1

Wednesday, February 27, 2019

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| 9:00 a.m. – 9:30 a.m. | Introduction and Pre-test – Justin Benavidez |
| 9:30 a.m. – 10:15 a.m. | 2019 Farm Policy Update - Joe Outlaw, Professor, Extension Economist and Co-Director Agricultural and Food Policy Center, Texas A&M AgriLife Extension Service |
| 10:15 a.m. – 10:30 a.m. | Break |
| 10:30 a.m. – 11:15 a.m. | Weather Trends and the 2019 Growing Season Forecast – Steve Kersh, News Channel 7 Chief Meteorologist - Amarillo |
| 11:15 a.m. – 12:15 p.m. | Marketing Plan, Budgets & Breakeven Prices – Steve Amosson |
| 12:15 p.m. – 1:00 p.m. | Lunch sponsored by Plains Land Bank |
| 1:00 p.m. – 1:30 p.m. | 2019 Crop Insurance Choices – Rachel Myers, Myers Crop Insurance Agency |
| 1:30 p.m. – 2:15 p.m. | Feed Grain Fundamentals and Forecasting– Mark Welch |
| 2:15 p.m. – 2:45 p.m. | Marketing Tools and Strategies – Mark Welch |
| 2:45 p.m. - 3:00 p.m. | Contract Seasonality – Steve Amosson |
| 3:00 p.m. – 3:15 p.m. | Break |
| 3:15 p.m. – 4:15 p.m. | Feed Grains Panel – Q & A
James Miller, Southwest Agribusiness Consulting, Inc.
Matt Gruhlkey, Attebury Grain
Trent Tyson, Plains Land Bank
Lance Weaver, Capital Farm Credit |
| 4:15 p.m. | Adjourn |

Developing This Year's Marketing Plan – Feed Grains
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Agenda – Day 2
Thursday, February 28, 2018

9:00 a.m. – 9:15 a.m.	Recap of Day 1 – Justin Benavidez
9:15 a.m. – 9:45 p.m.	2019 Feed Grains Market Comments & Strategies – Dan O'Brien, Associate Professor – Grain Marketing, Kansas State University
9:45 a.m. – 10:15 a.m.	Technical Analysis – Mark Welch
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:00 a.m.	2019 Feed Grains Market Comments & Strategies – Darrell Holaday, CEO, Advanced Marketing Concepts.
11:00 a.m. – 11:30 a.m.	Advanced Marketing Tools and Strategies – Mark Welch
11:30 a.m. – 12:00 p.m.	2019 Feed Grains Market Comments & Strategies – Industry Representative
12:00 p.m. – 12:45 p.m.	Lunch sponsored by Capital Farm Credit
12:45 p.m. – 1:15 p.m.	Advanced Marketing Tools and Strategies (cont.) – Mark Welch
1:15 p.m. – 3:15 p.m.	Simulation Exercise – Mark Welch
3:15 p.m. – 3:45 p.m.	Discussion & Finalizing the Marketing Plan– Justin & Mark
3:45 p.m. – 4:00 p.m.	Post Test & Closing Comments
4:00 p.m.	Adjourn

Course Instructors



Dr. Justin Benavidez, Assistant Professor and Extension Economist for Texas A&M AgriLife Extension Service. Justin's appointment focuses on addressing the relevant issues facing today's producers, including research relating to row crops, livestock, policy, budgeting, and water management.



Dr. Mark Welch, Professor and Extension Economist for Texas A&M AgriLife Extension Service specializing in grain marketing. Mark's Extension appointment is focused on the interests of all stakeholders in the Texas grain industry, particularly in the areas of risk management and market analysis.



Dr. Stephen H Amosson, Regents Fellow, retired Professor and Extension Economist for Texas A&M AgriLife Extension Service. Steve covers issues ranging from marketing commodities, to enterprise budgeting, alternative irrigation systems, waste management, and water policy. He is co-founder of the Master Marketer Education System.

Guest Speakers

Steve Kersh, News Channel 7 Meteorologist
Rachel Myers, Myers Crop Insurance
Matt Gruhlkey, Attebury Grain
Steve Donnell, Plains Land Bank
Lance Weaver, Capital Farm Credit

Special Guest Speaker Appearances by:

James Miller, marketing consultant. James was born and raised in Hereford where his family has farmed since the 1960's. He holds undergraduate degrees in accounting and finance and a Masters of Science in Finance. James is the previous owner and developer of Miller Boys, a full service custom farming business specializing in silage harvesting. In the summer of 2015 he sold Miller Boys and began work at Southwest Agribusiness Consulting where he advises farmers, ranchers, and dairymen.

Darrell Holaday, private marketing/management consultant. Darrell has served as Manager of the Kansas Agricultural Marketing Association where he developed educational programs on marketing and management, published *Market ŞenŞe*, a weekly informational newsletter, and advised agricultural producers within Kansas Farm Bureau's individualized consulting service.

Dr. Daniel O'Brien, Associate Professor at Kansas State University. Dan focuses his extension and applied research efforts in the areas of grain and bioenergy market analysis with emphasis on wheat, feed grains, oilseed, and ethanol supply-demand and prices. He works in the areas of irrigated and dryland cropping systems and natural resource-related issues in western Kansas. He also educates agricultural audiences on issues such as farmland leasing and crop enterprise profitability.

Dr. Joe Outlaw, Regents Fellow, Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. Joe serves as Co-Director of the Agricultural and Food Policy Center at Texas A&M University. Dr. Outlaw frequently interacts with members of Congress and key agricultural committee staff to provide feedback on the likely consequences of agricultural policy changes.

Developing This Year's Marketing Plan for Feed Grains

February 27 & 28, 2019



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General Information

Several areas will be covered in the course to help producers gain a better understanding of the 2019 feed grains market and assist them in developing a more informed marketing plan. Specific topics include:

- Developing a Marketing Plan
- Costs of Production
- Fundamentals: Ethanol, Feed Use, Exchange Rates, Exports
- Basis
- Technical Analysis
- Crop Insurance Alternatives
- Seasonal Weather Forecast
- Cash and Contract Seasonality
- Marketing Tools
- Marketing Strategies
- Industry Panels
- Special Guest Speakers

February 27-28, 2019
9:00 a.m. - 4:00 p.m.

Texas A&M Agrilife Research & Extension Center
6500 Amarillo Blvd. West, Amarillo, Texas

About the Course

“We can grow it but can we make a profit doing it?” This question will be addressed over the two-day workshop. The course objective is to provide producers with information and marketing strategies that allow them the opportunity to successfully market their 2019 feed grains crop.

Historically large inventories, along with adequate U.S. and world supplies and a strong dollar value are going to make 2019 a challenging year for feed grain producers. It is critical for farmers to manage costs and take advantage of marketing opportunities as they occur in order to succeed.

Developing This Year’s Marketing Plan for Feed Grains short course (February 27 & 28) will delve deeply into what & how fundamental and technical factors are affecting the feed grains market for the upcoming year. The ultimate goal of this workshop is to develop a written marketing plan for the 2019 crop.

Dr. Justin Benavidez, Assistant Professor and Extension Economist, Dr. Steve Amosson, Regents Fellow, retired Professor and Extension Management Economist and Dr. Mark Welch, Professor and Extension Grain Marketing Specialist will serve as the primary instructors. Their teaching will be supplemented by guest speakers, including a panel of area lenders, brokers, and grain merchandisers to address and answer questions concerning key issues facing local producers in the upcoming marketing year. In addition, specialists from across the country will call in to provide their insights on the 2019 feed grains market.

How to Register

To register and pay for the course, please visit: <https://agriferegister.tamu.edu/Grain> This is the preferred method of registration and payment, and must be completed by close of business Friday, February 22nd. Registration and payment will also be accepted on-site.

The course fee for Developing This Year’s Marketing Plan for Feed Grains is **\$125 per participant** and will be used to cover costs associated with instruction, breaks, and materials.

*For more information contact
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