

**The Executive Program for Producers:
Farm Financial and Marketing Workshop**
Hilton Garden Inn South, Sioux Falls, SD
August 1 and 2, 2017

Agenda

Tuesday, August 1, 2017

- 8:30 Registration
- 9:00 Welcome and Introductions
- Opening Keynote Address – In Trump we Trust!?
- 2017-18 Marketing Outlook Jeff Beal
Gulke Group
- 10:15 Break
- 10:30 Fundamental Analysis of Agronomic Crops
- Supply and demand estimates
- How to use fundamental analysis
- Brazil/China impact short and long term
- 12:00 Lunch
- 1:00 What I Need from the Market Scott Mickey
Clemson University
- Understanding your cost structure
- FLOID
Financial Analysis
- Financial ratios and risk assessment
- Calculating what prices are needed to ensure profitability
- 3:30 Introduction of Case Farm Market Simulation
- 5:30 Dinner Banquet

Wednesday, August 2, 2017

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| 8:30 | Understanding Options <ul style="list-style-type: none">- Review of last year's strategies- What worked, what didn't | Jeff Beal
<i>Gulke Group</i> |
| 10:00 | Break | |
| 10:30 | Understanding Options <ul style="list-style-type: none">- Developing option strategies for 2017-18 | Jeff Beal
<i>Gulke Group</i> |
| 12:00 | Lunch | |
| 1:00 | Case Farm Exercise – Market Simulation <ul style="list-style-type: none">- Make actual marketing and sales decision- Random “draw” to determine yields and effectiveness of marketing plan- Review different hedge strategies and how they performed | Scott Mickey
<i>Clemson University</i> |
| 3:30 | Developing and Monitoring Your Marketing Plan <ul style="list-style-type: none">- Per bushel goals- Revenue goals | |
| 4:00 | Putting your Plan on Paper <ul style="list-style-type: none">- What do you need to be profitable?- Where are prices headed?- Which tools will you use and how will they help you? | Scott Mickey
<i>Clemson University</i> |