Marketing 101

Tuesday December 8 at 7:30 am.
Fair Exhibit building
Join us for breakfast and more.
We will be exploring the marketing world and helping you find new ways or use old ways to market your farm commodities

Marketing Basics
   What is the bottom line
   Figuring how to break even
Marketing Teams & Puzzle Pieces
   Cost Terms
   Marketing Alternatives
   Putting the Puzzle Together – How they can work together.
Basis & Marketing Tools
   Grain Price Hedging Basics
   Using hedging in a marketing plan
   Hedges us forward cash contracting

Part two of a four part program that will take place once a month in Nov. Dec. Jan. and Feb.
For more information call Kiowa County Extension office 580-726-5643