Corn Marketing Workshop
K-State's “Winning the Game” Marketing Series

Monday, Jan. 31, 2022
Seward County Activity Center
810 Stadium Road, Liberal, KS
9:30 am – 2:30 pm

Agenda

9:30  Registration and Coffee
9:45  Welcome & Introductions
9:50  Key Factors in Developing Effective Grain Marketing Plans
      (Nelson & O'Brien)
10:40 Break
10:45 Developing Pre-Harvest Marketing Plan Strategies
      (Nelson & O'Brien)
11:20 Experiencing a Pre-Harvest Corn Marketing Plan
      (Participants & Instructors)
12:00 Lunch
      (Sponsored by Stevens County Farm Bureau Association)
12:30 A Pre-Harvest Marketing Plan Experience
      (Review Group Choices & Finish Learning Experience)
1:15  Corn Market Outlook
      (O'Brien)
2:00  Building a Pre-Harvest Marketing Plan for Corn in 2022
      (Nelson & O'Brien)

In this workshop corn producers will be involved in the process of developing an effective pre-harvest corn marketing plan for the 2022 crop. Instructors will present a structured, disciplined approach to developing and carrying out a grain marketing plan.

Presenters:
Dan O’Brien, K-State Ag Economist
Mark Nelson, Director of Commodities, KFB

Lunch provided by:
Stevens County Farm Bureau Association

Please RSVP to 620-544-4359 or rhonig@ksu.edu

Sponsors:
* Kansas Farm Bureau
* North Central Extension Risk Management Education
* K-State Research and Extension & KSU Wild West Ext. Dist.
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