

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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