

WINNING / THE GAME™

Grain Marketing Workshops

Learn more online: <http://agecon.unl.edu>

Sponsorship Opportunities

University of Nebraska-Lincoln Extension and the Nebraska Soybean Board offers local sponsorship opportunities for the 2010 Winning the Game marketing workshops. Developed by Extension economists, these workshops are presented by Extension Educators, Specialists, and Consultants. Choose from **Launch Your Pre-Harvest Marketing Plan** or **Launch and Land Your Post-Harvest Marketing Plan**. Winning the Game workshops have been offered to Nebraska producers since 2000.

Benefits

You will be offering your clients access to a top-notch, hands-on, and easy to understand marketing program. You will receive:

- Recognition within your customers and community
- More informed clients in the marketing process

Your Responsibilities

As a workshop sponsor, you will be asked to:

- Pay a sponsorship fee of \$100 per workshop
- Guarantee a minimum of 10 participants
- Provide a facility and refreshments
- Recruit participants

*Give Your
Customers the
Marketing
Advantage!*

Participants are Saying:

“In 38 years of attending marketing classes, I have a clearer picture of futures and options than I ever have! A plan that is simple to use and to understand!”

“Everybody talks about writing a marketing plan.. Winning the Game finally addresses components of a marketing plan in a step-by-step process of development based on a farm’s unique situation. It is a ‘must’ for every ag pro-

Offer your customers something more.....

WINNING / THE GAME™

UNL Extension Offers Two Programs in 2010!

We will again offer “Launch Your Pre-Harvest Marketing Plan” and “Launch and Land Your Post-Harvest Marketing Plan”. We may also be able to tailor a presentation to your participants’ needs.

Launch Your Pre-Harvest Marketing Plan

Have you ever written a concise and practical marketing plan? During this half-day session, producers will examine the key elements of a solid marketing plan, as well as learn how crop insurance, target prices, decision dates, and pricing tools work together to help secure a good average price for their crop. Producers will write their own marketing plan and then implement it in a realistic market-simulation game. See how to make a plan work and how to react to real-life market fluctuations.

Launch and Land Your Post-Harvest Marketing Plan

Starting your post-harvest marketing plan can be a challenge. But once you have taken the step, how do you finish? In the newest component in the Winning the Game series, producers will learn what questions to ask to better size-up the market after harvest. Participants will write their own post-harvest marketing plan and then practice exit strategies during yet another marketing simulation.

What are the Details?

Workshops will be offered January through March 2010. Two members of our presentation team will conduct each three-hour workshop. You have the choice of sponsoring a morning workshop, afternoon workshop, or schedule one over the noon-hour and provide a meal to your participants. We will provide you with the publicity materials to make your workshop successful.

University of Nebraska-Lincoln Extension educational programs abides with the non-discrimination policies of the University of Nebraska Lincoln and the United States Department of Agriculture.

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

Sign Up Today!

CONTACT :

Ross Miller

Dept. of Ag

Economics

University of

Nebraska-Lincoln

402-472-2542

ross.miller@huskers.unl.edu

<http://agecon.unl.edu>

<http://nebraskasoybeans.org>

Statewide Sponsors

In addition to your local sponsorship, these workshops are made possible with help from:

Soybeans
Nebraska Soybean Board

