

Launch Your Pre-Harvest Marketing Plan

Workshop Agenda

- Introduction
 - ◇ Marketing Plan
- Key Elements of a Pre-Harvest Marketing Plan
 - ◇ Crop Insurance
 - ◇ Pricing Targets
 - ◇ Decision Dates
 - ◇ Pricing Tools
 - ◇ Trump Cards
- Your Marketing Plan
- Play the Game!
 - ◇ Game rules
- Who Won?
 - ◇ Game wrap-up
- What Did We Learn?
 - ◇ Baseline Prices
 - ◇ Plan is discipline
 - ◇ Use of marketing tools
- Evaluation

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