Maryland Grain Marketing Workshops

Winning the Game: Launch Your Pre-Harvest Marketing Plan

This workshop focuses on practicing marketing skills. During the session you will review an actual marketing plan and learn how crop insurance, target dates and target prices can help you more consistently secure a good average crop price. A market simulation game in this workshop demonstrates how a marketing plan can work and how to react to real-life market fluctuations.

For more information visit: www.extension.umd.edu/grainmarketing

Sponsored By: Maryland Crop Insurance Education Program, Maryland Soybean Board

Grain Marketing Intentions Following the Session

- Understand grain marketing terminology
- Create a crop budget
- Create a pre-harvest grain marketing plan
- Use grain pricing strategies more effectively
- Understand crop insurance’s role in grain marketing decisions
- Where to go for grain prices and market information
- Apply methods from this workshop to your farm
- Improve marketing opportunities for farm products
- Increase use of risk management tools
- Increase prices received for agricultural products

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