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## Course Objectives

- Develop a written risk management, grain marketing, and crop insurance plan, incorporating concepts learned in the course.

Screenshot from YouTube Channel.

## Pilot Course Evaluations :

What do you hope to learn by participating in the Farm Pulse: Crop Insurance and Grain Marketing course?		
I want to better understand crop insurance and how it can be used in combination with marketing tools to improve profitability while reducing risk.		
When it would benefit my farm to purchase crop insurance if at all, and to help get a handle on the possibilities of a grain marketing plan.		
learning how the markets work especially at different times of the year. in the past we have forward contracted for fall delivery but am interested in other options.		
Do a better job of marketing my crop.		
creating a market plan, to go forward with an idea of what goal I'd like to reach. Right now I don't plan ahead of time for what I want to do with my grain. I also want to learn more about the benefits and use of crop insurance.		
More on marketing		
How to understand crop insurance, how grain markets work, hedging grain, using crop insurance to guarantee bushel in a contract.		

Post-Course Evaluation	Responses tallied	Yes (1)	No (0)	Average					
In future years, do you plan to develop a grain marketing plan?	3	3		1.00					
In future years, do you plan to implement the entire plan?	3	2	1	0.67					
In future years, do you plan to purchase crop insurance?	3	3		1.00					
In future years, will you complete a review of your crop insurance policies with your crop insurance agent?	3	3		1.00					
	Responses tallied	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)	Average
As a result of attending this program....									
I learned about the purpose and value of risk management practices.	3						2	1	6.33
I plan to use something I learned to help make a decision about a business opportunity or new enterprise.	3						3		6.00
I learned some ways to determine whether a business opportunity is likely to succeed.	3					1	2		5.67
I learned skills and tools for communicating with business partners (such as a consultant, lender, landowner, or family member) about a business opportunity or new enterprise.	3					1	2		5.67
What is one thing you learned that you plan to apply to your farm business?				Please tell us of additional information that would be helpful to you on the topic of crop insurance and grain marketing.					
I plan to write out a sale plan and target prices to help focus on numbers and take some emotion out of my decisions.				I thought the information was sufficient					
I learned enough about crop insurance to purchase revenue protection coverage this growing season.				I would like more information about strategies appropriate to given sets of conditions and how to leverage crop insurance when making future pricing decisions. In the last Zoom meeting, Jerry referred to documentation that needs to be updated and distributed concerning typical marketing plans. I would like to see it.					
Carrying cost				More advanced marketing. Studying charts					
Could you describe specific challenges to achieving your goals on the topic of crop insurance and grain marketing?				Do you have any additional suggestions, questions, or comments?					
Challenges include gaining a better understanding of when it is appropriate to take certain actions based upon market conditions. Producers also don't have as much information as the 'funds,' which puts them at a disadvantage. Lastly, nobody consistently outperforms the market.				I would like more information on sale and trading options and understanding the best time to utilize each type.					
Uncertainty in markets				This seminar covered the basics. I would like more detail on developing grain marketing strategies and would like to see an actual grain marketing plan. Spring, summer in person meetings					

**For more information:**  
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## Summary

- The online course follows a case farm throughout the series of 8 modules and you will complete hands-on, interactive risk management, crop insurance, and grain marketing activities. The course is adapted from Extension's farm management curriculum, *AgVentures: Grain Marketing*.

- An in-person event focusing on the practical applications of grain marketing and crop insurance. This could include a guest speaker on the topic or a field day featuring hands-on demonstrations by course instructors.
- Online Course takes approximately 10 hours to complete.
- Currently, the course is being updated with new added content including:

## - Women in Agriculture

- Adding Organic Farming Perspective

- Underserved Audiences

- The course cost is \$119 and includes the *online Canvas course and in-person events*.

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