

Combining Distance Learning to Successful AG MARKETING CLUBS



Goal Statement

Iowa Net Farm Income on an accrual basis dropped by nearly 41% from 2014 to 2018. This despite above average crop yields and improved livestock production efficiencies. Most every U.S. farm operation faces ever increasing export competition and global trade challenges.

Over the past 20 years, Iowa State University (ISU) Extension in Central Iowa has established three successful ag marketing clubs that meet during the fall and winter months. They are coordinated by county Extension office staff. In addition, in 2010 the Iowa Commodity Challenge web page was developed through a partnership with the Iowa Farm Bureau Federation. It provides weekly updates and year-round learning opportunities. The site includes 15 videos, a marketing tools workbook, various learning activities, basis tracking tables and editable old and new crop marketing plans.

A goal for 2019 was to improve net farm income of club participants by at least \$5,000 per farm operation through improved marketing strategies, tools, and market planning.

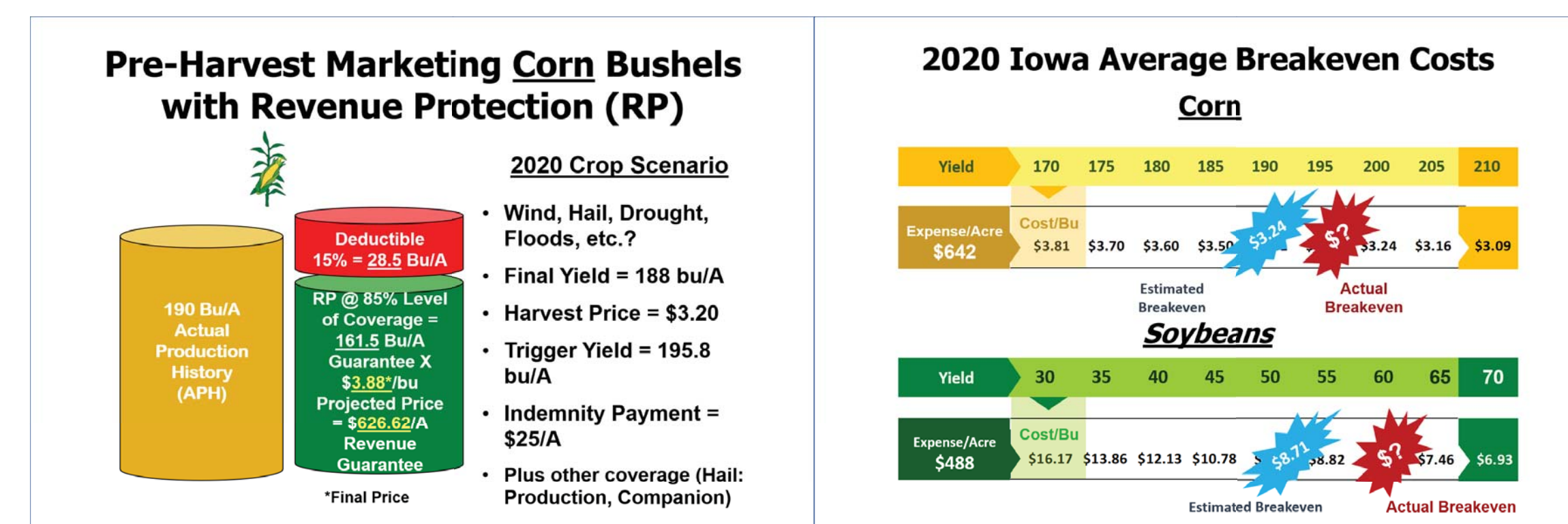
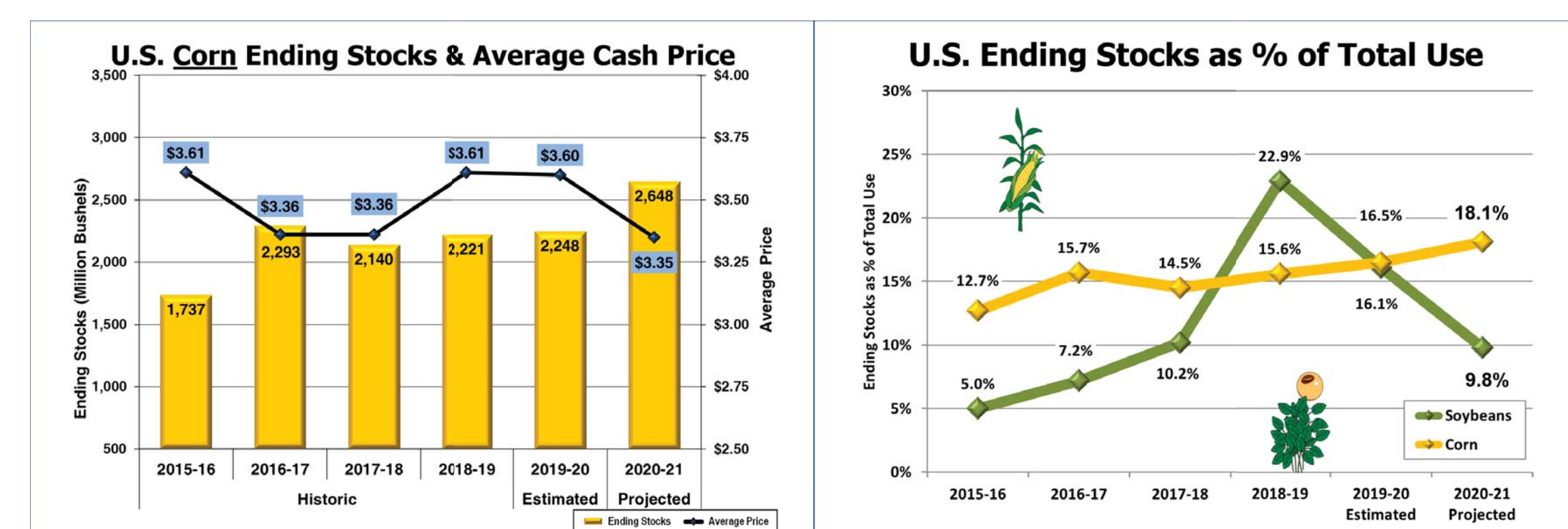
Training Materials

ISU Online Crop Marketing Course
ISU Ag Decision Maker (AgDM) Website
Iowa Commodity Challenge Webpage

- 15 Recorded Videos
- Marketing Tools Workbook with Learning Activities
- Tracking Tables & Charts

Marketing Club Meeting Handouts

Crop Marketing Strategies Newsletters

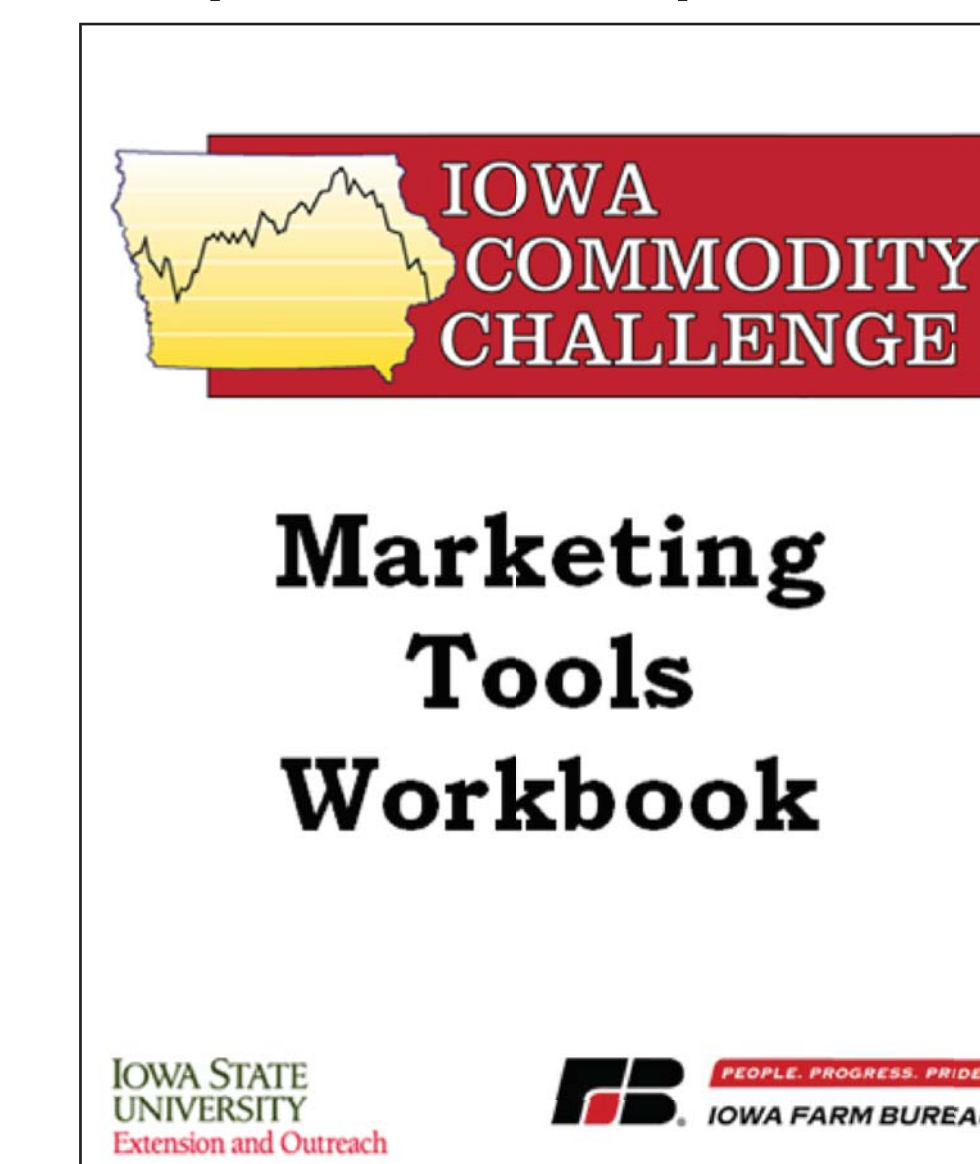


<https://www.extension.iastate.edu/agdm/info/icc.html>

Results

A total of 338 participants attended an ag marketing club meeting and/or utilized the Iowa Commodity Challenge web page. Completed survey responses were obtained from 110 respondents in March 2020 to evaluate the effectiveness of these educational efforts.

Respondents indicated that ISU crop marketing educational efforts resulted in an annual net farm income improvement averaging \$15,837 per farm operation. The average farm size of respondents was 750 tillable acres of corn and soybeans. Thus, the impact of this educational program was \$21.13 per tillable acre and over \$1.7 million for those respondent operations.



Topic	Presentation	PDF Handout	Presenter
1. Introduction to Crop Marketing	Video	Handout	Chad Hart, ISU Extension and Outreach
2. Successful Market Planning	Video	Handout	Ed Kordick, Iowa Farm Bureau Federation
3. Futures Hedging	Video	Handout	Ed Kordick, Iowa Farm Bureau Federation
4. Futures Hedging and Basis Movement	Video	Handout	Ed Kordick, Iowa Farm Bureau Federation
5. Working with Crop Contracts	Video	Handout	Roy Jensen, ISU Crop Marketing Extension Educator
6. Working with Your Grain Merchandiser	Video	Handout	Roy Jensen, ISU Crop Marketing Extension Educator
7. Basis, Carry and Cost of Ownership	Video	Handout	Steve Johnson, ISU Extension and Outreach
8. Forward Cash Contracts	Video	Handout	Steve Johnson, ISU Extension and Outreach
9. Margin Floors	Video	Handout	Chad Hart, ISU Extension and Outreach
10. Basis Options, Intra- and Time Value	Video	Handout	Chad Hart, ISU Extension and Outreach
11. Store Cash Bushels and Buy Put Option	Video	Handout	Ed Kordick, Iowa Farm Bureau Federation
12. Sell Cash Bushels and Buy Call Option	Video	Handout	Ed Kordick, Iowa Farm Bureau Federation
13. Pre-Harvest Marketing New Crop	Video	Handout	Steve Johnson, ISU Extension and Outreach
14. Commodity Marketing Concerns	Video	Handout	Steve Johnson, ISU Extension and Outreach
15. Does Storing Ungrain Crop Really Pay? (NEW)	Video	Handout	Steve Johnson, ISU Extension and Outreach

View all videos on the ISU Extension and Outreach Iowa Commodity Challenge Video Channel.

Conclusions

To build on the success of these Ag Marketing Clubs, a new distance education model is being offered in 2020. The Virtual Ag Marketing Clubs webpage features free webinars, newsletters, and long-range weather forecast videos.