



AG PRODUCERS' MARKET JOURNAL TOOLBOX

Maximize profitability. Minimize risk.

UNIVERSITY OF
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Extension Code



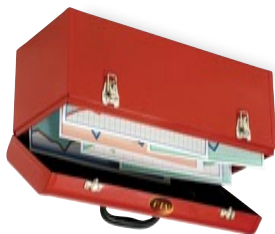
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Market Journal is a production of the University of Nebraska-Lincoln Agricultural Economics Department and IANR Communications and Information Technology.



Maximize profitability. Minimize risk.



What if you could implement a strategy to net \$0.50/bu more for corn over harvest-time lows using a simple combination of cash forward contracting, loan deficiency payments and crop revenue insurance?

Would you like to protect against price declines on corn, soybeans, cattle and hogs? Are you able to combine the marketing tools in cash and futures markets, insurance and government programs to set price floors above your cost of production?

Price volatility has increased substantially in the last decade. Decreasing margins in production agriculture, increasing globalization and outside speculative investment interest have created a greater need for marketing and risk management skills.

Now the University of Nebraska–Lincoln (UNL) Extension has developed a comprehensive set of tools to help you: Market Journal Toolbox.

Market Journal Toolbox can ...

- Increase your understanding of key risk management tools that you can apply on your farm or ranch.
- Teach you how to select contracts and risk management tools that complement each other and optimize the protection offered by each strategy.
- Help you understand and apply strategies to minimize exposure to price, basis and production risk.
- Improve grain and livestock selling prices.
- More than pay for itself with successful implementation of just one strategy.

What is Market Journal Toolbox?

Market Journal Toolbox provides critical information in agricultural marketing and risk management — packaged so you can apply your new knowledge immediately.

Here's what one ag producer had to say ...

"Get this out to as many people as possible. ... No one has explained this complicated subject matter as well as Market Journal Toolbox."

– Valerie Livingston, producer,
Knox County, Nebraska

Market Journal Toolbox begins at a basic level, so you can build a strong foundation of knowledge in marketing and risk management. By the end of Market Journal Toolbox, you will have learned how to use some advanced marketing strategies like futures, options and crop insurance.

The toolbox contains a series of 16 video and PowerPoint® modules. Each segment runs approximately 45-55 minutes and comes on DVD, so you can view it on your TV or PC.

What you will learn

Market Journal Toolbox covers these key marketing and risk management topics:

- Cash forward contracts, basis contracts, delayed price contracts, futures-only contracts and other new generation cash contracts
- Calculating cost of production
- Crop insurance products (MPCI, RA, CRC, GRP, GRIP, LRP, LGM)
- Government farm program benefits
- Futures hedging
- Minimum and maximum price hedges with options
- And much more!

Market Journal Toolbox modules are delivered by a team of UNL experts who will help you maximize your profitability and minimize your risk. Order Market Journal Toolbox today — it's just smart business.

How to order

Order the 16-part Market Journal Toolbox for only \$349. Implementing just one strategy from the toolbox successfully can more than pay for this key business investment.

To order, visit the Market Journal Web site at marketjournal.unl.edu and click on Market Journal Toolbox, or call 800-755-7765.



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