

## April 14th introductory class

The introductory Commodity Marketing Class will take place **Wednesday, April 14, 2021** from 1:00-3:00 p.m. at the PDPW headquarters. A registration fee of \$450 will enroll you and another person from your farm or business in 6 additional classes. The classes are designed for farm owners, managers and herdspersons as well as dairy lenders, consultants and agribusiness professionals. *Enrollment is limited to the first 30 entities.*

## Significance of the class

The six-class course running throughout 2021 focuses on marketing rules, principles, beliefs, assumptions and tools available to the marketer. Discussions will focus on price opportunities.

## Lead Instructor: Carl Babler



Carl is a commodity marketing consultant and senior hedge specialist with Atten Babler Commodities in Galena, Ill. An expert in commodity markets, Carl has been involved in the commodity futures industry as a broker, hedger and educator since 1975. He has a master's degree from the University of Wisconsin-Platteville and completed agribusiness course work at Harvard University.



Professional Dairy Producers®

820 N. Main St., Suite D  
Juneau, WI 53039  
800-947-7379  
www.pdpw.org



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# COMMODITY MARKETING CLASS

*for the next generation of milk marketers*

## Emphasis on Milk

*Sample one class then decide if you wish to enroll in the following six classes.*

**April 14, 2021**

PDPW headquarters

820 North Main St., Juneau, WI 53039

# TOPICS

## 1 Understanding Agricultural Commodity Markets and Marketing

- Price and price behavior
- Marketing challenges faced by producers
- Becoming a commodity marketer and the principles required
- Becoming a commodity hedger and the mindset required

## 2 Developing an Effective Marketing Plan

- The role of cost of production, government programs and production risk
- Cash-selling strategies
- Hedge activities to protect against falling prices until commodity is sold in cash market

## 3 Analyzing the Market for Market Activity

- Fundamental analysis: supply-and-demand situation study
- Technical analysis: price study

## 4 The Futures Market

- What it is, why it exists and how it works
- How a producer can use futures

## 5 Understanding and Utilizing the Cash Market

- Cash markets available, cash market tools, cash basis
- Study of cash contracts

## 6 The Options Market

- What it is, what it is not, how it works
- How a producer can use options

## 7 Marketers and Hedges Checklist

- A review of concepts learned and actions taken
- Requirements to go forward as an effective, successful marketer

## Commodity Marketing Class

### WALK-INS WELCOME TO APRIL 14<sup>TH</sup> CLASS

If you would like to register for the April class or the additional six-class course, complete and return the registration form, call PDPW at 800-947-7379 or go to [www.pdpw.org/programs](http://www.pdpw.org/programs).  
Class size limited to 30 people.

#### REGISTRATION RATE

Introductory class - FREE  
Additional six classes: \$450 per farm or business for up to two individuals

☐ I will attend the introductory Commodity Marketing Class and intend to register for the six additional classes.

☐ I will attend the introductory Commodity Marketing Class and wish to register now for the six additional classes.

Name \_\_\_\_\_

Business/Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (with area code) \_\_\_\_\_

Email \_\_\_\_\_

Name of person attending with you \_\_\_\_\_

#### Credit Card Payment Information

☐ Visa ☐ MasterCard ☐ Discover ☐ Amer. Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CSC-code (back of card) \_\_\_\_\_

Checks payable/mailable to PDPW at 820 N. Main St., Suite D, Juneau, WI 53039.

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USAgNet LLC  
Zoetis



Dairy Advan<sup>CE</sup>  
CONTINUING EDUCATION

This program has been approved by Dairy Advan<sup>CE</sup> (DACE) for CEUs