Mark Your Calendars!

December 6-8

Managing Margins:
Risk Management for Pork Producers

Registration Information

Pre-registration $10/ person – Lunch guaranteed
Registration at the door - $15/ person

Registration begins 30 minutes prior to each conference. The pre-registration deadline is two business days prior to the location date. Materials and lunch are guaranteed to all pre-registered participants. For more information or to pre-register, contact the Iowa Pork Producers Association at (800) 372-7675, e-mail tbettin@iowapork.org or return the form below with payment.

Return form by mail to:
Iowa Pork Producers Association
P.O. Box 71009
Clive, IA 50325

Name: ______________________________________________
Address: ____________________________________________
City, State, Zip:  _______________________________________
Phone: ______________________________________________
E-mail: ______________________________________________

Please check the meeting you plan to attend:

- Sheldon – December 6
- Nashua – December 7
- Iowa City – December 8

Will you be attending the optional 9 a.m. session?

Yes ___ No____

Would you like more information regarding the small group risk management sessions?

Yes___ No___
Managing Margins: Risk Management for Pork Producers

 Speakers and Topics

Dr. John Lawrence, Director, Extension to Ag and Natural Resources
Dr. Lawrence will help us understand the magnitude of risk we face today including ideas most don’t think about every day.

Dr. Chad Hart, ISU Marketing Economist
Volatility has been the name of the game recently. Will it continue? Will it decrease? Could it increase? What is causing the price swings? Dr. Hart will outline the big-picture issues impacting feed and livestock prices including value of the dollar, demand for corn/SBM, economy, exports, production levels and other issues.

Mark Greenwood, Senior Management - Ag Star
Mark knows the heartbeat of the swine industry and has seen first-hand what effective risk management strategies can do for a producer. Mark will outline the important components of a successful risk strategy. Learn the importance of a competitive cost structure, the mindset it takes to capture opportunities for profit and the critical nature of combining feed cost risk with the lean hog market price. Mark will drive home messages that can help you better determine when to lock in margins and reduce market risk.

Local Producer
A local producer or marketing consultant will explain how to implement the ideas of crush and lock in a positive margin when the opportunity is there.

Local Swine Specialist
Plan on finding out what others in the audience are doing in risk management with real-time audience response. The local specialists are there to help you apply what you learn to your operation. They will make the right tools available to you and help you use them. The next steps in implementation are important as upcoming small group sessions led by your local specialist will deepen your understanding of the seminar ideas and concepts.

Pre-Seminar Option — Review the basics of hedging, options, insurance and other risk management tools.
Shane Ellis — Iowa State University Marketing Specialist
9 a.m. - 11 a.m.
Come early to review important concepts regarding how risk management tools work. Shane will describe how to use futures contracts, options, forward contracts and RMA price insurance. Knowing the basics is an important first step in your risk management implementation. Even if you hire an outside firm to perform your risk management strategies, it is still important that you know the basics and have an understanding of the common tools and strategies used in risk management.

Small Group Sessions — Deepening your risk management understanding and learning to implement successful strategies.
Small groups will be the place to deepen your understanding of risk management, get your questions answered, and interact with other producers to learn from them. Educational material from the board of trade will be available as a resource for those who want to refresh their knowledge about the application of risk management tools. A simulated account will be set up for small group participants to ‘practice’ real-time risk management strategies.

Sponsored By:

IOWA PRODUCERS ASSOCIATION

IOWA STATE UNIVERSITY
Extension and Outreach