

## Winning the Game Making a Difference

Southeast Iowa grain producers make five common grain marketing errors and let fear drive their marketing decisions. These mistakes include reluctance to pre-harvest market grain, lack of an exit strategy, failure to understand local basis, misunderstanding market carrying charges and storing grain too long. Additionally, many producers lack a basic understanding of market tools, crop insurance and market tendencies that limit their marketing ability.

Iowa State University Extension and Iowa Farm Bureau partner to offer SE Iowa grain producers the Winning the Game marketing workshops. Now in its fifth year, attendance at SE Iowa winning the game workshops continues to increase and many producers attend multiple sessions. During this half-day workshop producers examine the key elements of a grain marketing plan. Producers learn to integrate crop insurance, target prices and decision dates in a personal grain marketing plan. The focus of a Winning the Game workshop is to eliminate common grain marketing mistakes and emphasize the importance of implementing a grain marketing plan.



Producers attending Winning the Game workshop develop the knowledge, skills and abilities to implement grain marketing strategies adding an average \$0.15 to \$0.30 cents per bushel of grain sold. Applying workshop concepts, grain producers make better grain marketing decisions, increase the price per bushel sold and become more profitable and economically viable. Over 500 SE Iowa producers have participated in 22 Winning the Game workshops. From session evaluations, it is estimated that the economic impact of Winning the Game exceeds \$1.25 million annually.

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“I made an extra \$25.00 per acre after attending Winning the Game. Every producer needs to be here, a great workshop.”

***Bonnie Voss, program participant***

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For more information about this program or other Iowa State University Extension resources, contact the Mahaska Office at 641-673-5841. Information is also available on the Iowa State University Extension website at [www.extension.iastate.edu](http://www.extension.iastate.edu).

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... and justice for all

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Cooperative Extension Service, Iowa State University of Science and Technology, and the United States Department of Agriculture cooperating.