



Introduction to Crop Marketing

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Marketing



A series of events and services to create, modify, and transport a product from initial creation to consumption

Possible steps:

- Planning
- Production
- Inspection
- Transport
- Storage
- Processing
- Sale

Market participants:

- Producers
- Elevators
- Processors
- Transport companies
- Banks
- Insurance companies
- Traders
- Feeders



Marketing Tools



There are 4 basic tools that cover most crop marketing moves, and usually the move is a combination of these tools.

- Cash Sales
- Forward Contracts
- Futures
- Options



Marketing Targets



Successful marketing can be defined in many ways, but some targets are more meaningful than others.

- Highest Price
- Covering Expenses
- Long-term Profitability

