## Evaluation for Advanced Grain Marketing

### 2003 Ag Econ Spring In-Service Summary
Tim Eggers and William Edwards
Based on 31 responses (25% response rate)

<table>
<thead>
<tr>
<th>Module</th>
<th>Usefulness of Information</th>
<th>Clarity of Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Poor =1, Fair = 2, Good =3)</td>
<td>(circle one)</td>
</tr>
<tr>
<td></td>
<td>Ranking</td>
<td>Average</td>
</tr>
<tr>
<td>Marketing Plan Development</td>
<td>3</td>
<td>2.87</td>
</tr>
<tr>
<td>Weather and Agronomics</td>
<td>10</td>
<td>2.61</td>
</tr>
<tr>
<td>When Should I Sell My Grain?</td>
<td>2</td>
<td>2.89</td>
</tr>
<tr>
<td>Financial Risk Bearing Ability</td>
<td>9</td>
<td>2.75</td>
</tr>
<tr>
<td>Cash Marketing Tools</td>
<td>4</td>
<td>2.86</td>
</tr>
<tr>
<td>Crop Insurance Options</td>
<td>1</td>
<td>2.89</td>
</tr>
<tr>
<td>Hedging with Futures</td>
<td>5</td>
<td>2.83</td>
</tr>
<tr>
<td>Risk Analysis Tools</td>
<td>6</td>
<td>2.82</td>
</tr>
<tr>
<td>Options Market Tools</td>
<td>7</td>
<td>2.81</td>
</tr>
<tr>
<td>Use of Outlook Information</td>
<td>8</td>
<td>2.76</td>
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</table>

### Was the length of the modules (circle one): too long about right too short
- 3.5% 93% 3.5%

### Do you have suggestions for any additional modules to this course?
- Technical Analysis
- Farm Programs

### How many of the 10 modules did you read all the way through?
- 10 (all) >5 (more than half)
- 68% 90%

### For how many of the 10 modules did you complete all the exercises?
- 10 (all) >5 (more than half)
- 67% 89%

### Did you encounter any technical problems accessing the modules, quizzes, links or exercises?
- Yes No
- 41% 55%

If yes, please explain:
Most of the problems listed had to do with use of WebCT. We plan to address this with farmer versions of the WebCT Student guides available at https://webct.ait.iastate.edu/ISUtools/webhtml/students/learning.html

- I had some problems getting started and understanding the different options in reading, testing, chat room.
- My grades on two different quizzes wasn't apparent!
- At first until I got more familiar with what to do, then I was able to navigate through the system.

A more detailed syllabus is also in order
- I had trouble trying to enter the modules and advance through them. The problem was that I didn't know what to do or expect as I proceeded.

Did you participate in any of the group chat sessions?  

<table>
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<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>47%</td>
<td>53%</td>
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</table>

How could the chats be improved?

- Time of Day
- Increased Participation
- Increased Subject Matter Focus

Did you develop a marketing plan on paper for your or some other farming operation?  

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<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>83%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

I finally sat down for the first time and developed a marketing plan.

What did you like most about Advanced Grain Marketing?

Specific modules and pricing tools were listed, but the primary benefit to respondents was the ability to go at their own pace (42%).

- The privacy of learning at home at one's own pace.
- Could do when time was available - could do on own. The quiz- worksheets.
- flexibility, work at own pace, content
- Ability to work on it at your own time. Enjoyed being able to download the information + print copies.
- The ability to learn at your own pace, when I had the time to devote to it. Also, the ability to focus on the areas that I needed improvement on. The different angles on crop insurance was very helpful.
- Ability to go at my own pace, ease of connecting to outside sources of info on the internet, the quiz for each module helped me to be more disciplined about finishing each section.

After the ability to go at their own pace, Content and Instructor Support were the highest ranking benefits.

- It presents fairly comprehensive lessons.
- Found the information written out well.
- The chats with other farmers and the instructors.
- Easy access to instructors for info/advice/help.
- Some technical answers I received.
What did you like least about Advanced Grain Marketing?

- Not really anything. I printed most of the modules and keep going back to them for more info.
- There are no right answers in marketing.
- At first it seemed too slow, but when you got into the program you found out how it all tied together.

We need to work on increasing instructor feedback to overcome the isolation students may feel.

- group interaction
- feedback from instructor
- Not enough participation of other students to chat.

That would probably help students to overcome the technical frustrations they experienced.

- Quiz taking and scoring was clumsy
- Seemed cumbersome downloading the modules. I wanted to print most of it, and that was painful as a process.
- Hard to get back to where I left off.

How did you find out about Advanced Grain Marketing?

Print - 17
- Farm Bureau Spokesman – 4
- Iowa Farmer - 3
- ISU Extension news article
  I don’t recall, I think a magazine article.
- Extension newsletter - 4
- Farm magazine or paper
- Newspaper or magazine article
- ISU Extension (Clay and Calhoun counties were mentioned) - 4
- Computer (Extension website -2, agriculture.com) - 6
- Word of Mouth - 3
- Radio interview w/local extension agent
- Mail

Would you recommend Advanced Grain Marketing to a peer?

Yes 96%  No 4%

Do you think the $100 registration fee is:

too low  80%
about right  16%
too high

Do you have any other comments about Advanced Grain Marketing?

- Maybe too much for the beginner but have more for the advanced. It depends on what level of marketing experience one has & whether you're just beginning or not. I had just started using the internet, so a lot of my learning was just finding my way around. I did read most of the discussions. I found they were helpful - as with most of the marketing clubs I've experienced, there is a varied range of participants - beginning to advanced.
- I implemented part of what I learned last year and profited accordingly.
• It was helpful. With crop insurance we did forward contract that guaranteed amount in July/Aug corn.
• Break into two sessions. It gets to be too much information in one session.
• The modules were longer than I anticipated, but probably need to be. I would like to go through this again. There was more information presented than I was able to retain. Maybe offer a basic marketing class ahead of the advanced marketing. All and all I enjoyed the class and thought it offered a lot of information.
• More specific info regarding purchasing a contract would have been useful. For example, provide references to buy/sell a contract - firm/phone#/etc. Tim, you folks did an outstanding job in creating this course. Thanks.
• Get the word out. Hit the CEEDs to distribute info.
• Would like to see more exercises to work on for practice. Give more examples of farmers and their input costs to help come up with different options.
• I printed it all off so that this year, and in the future, I can use it to review any gray areas. If you have or know of any books that explain charts I would appreciate hearing from you.
• Provide the modules in a printed workbook; it was difficult and time consuming to try to print or download the modules. The interaction directly with the instructors is great.
• It gave me comfort to see that there were many others out there who were as naïve as I in the marketing aspect of my operation.
• I've already recommended it to a peer. I have more hedges in place than I have in the past. A yearly refresher course would be helpful, especially as crop insurance programs change.
• This course is a good starting point. I like the marketing plan part along with futures and options. Weather and Agronomy I feel less about because you have no control over weather. We have suffered 4 years of drought in PA so plans have fallen through. Insurance is the big thing here. I really like the Commodity Challenge program from Montana State University. You two should get together on a course of study.
• I really liked this course. Though I did not develop a marketing plan as a direct result, I still use the information and links in this course.
• The marketing plan is mostly in my head. The fee was only too high because it seems like extension should be free, but I know that I've already got 10-100 times that amount back.
• Yes, you should help us work through a sample marketing plan.
• Not knowing the cost to the school, but with more people the involved the cost could be lowered. But it is a start on the new tech stuff for us "old Buck" farmers.
• I found the modules on crop insurance most helpful.
• I would have liked it a whole lot more if it were available on CD. Downloading the modules was a real pain. It took too long, and I lost interest.
• I would take an update course in a year or two.
• Found the course late. Getting caught up and finished before the end was a little challenging.