Advanced Grain Marketing Action Plan

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Targeted Audience
Agricultural producers and professionals serving agriculture with a desire to learn applied commodity marketing skills above the level of basic understanding. Access to the course will be by unique id and password. This course will not be open to unregistered users.

Timeline
October
content is settled upon and drafted
November 1
Elaine Edwards begins editing process
early November
adult education expertise is brought in to help us further sculpt the learning environment
mid-November
pilot area(s) selected
marketing begins with banks and other sponsors
notice goes out to CEED’s regarding availability of course and fee structure
mid-December
pre-test CD-ROM with necessary applications is burned and readied for distribution to pilot participants and sponsors
first module (#2) is production ready
late December/early January
non time sensitive audio, video, and decision tools CD-ROM is burned and refined
January 15
F2F interaction including WebCT bootcamp is held in pilot area(s)
course opens for a two month run with pilot producer group
mid-late March
marketing simulation/debriefing in pilot area(s)
April
pilot run with sponsors begins
Summer 01
first production run
Winter 01
second production run with full marketing program

Pre-test
The pre-test will be a “pesticide applicator type” test. If potential students can not pass the test we can provide information that will help them to pass the test.
1) a listing of publications that they can review
2) a listing of courses (such as the Farm Bureau 101, 202, 303) that they can take
3) a listing of on-line help (such as CME on-line course) they can go through

Module Content
The base of each module will be a text explaining core concepts with links to relevant items. Technical terms will be linked to a glossary. The primary objective is to provide an interactive learning community. This will require daily attention to the course from instructors. There are four areas that the materials can be broken into.

Text-based
Ag Decision Maker, NCR publications, and selected other supplemental readings

Visual
Web pages, PowerPoint slide presentations with audio introductions

Audio
Clips (short) in interview or brief explanation format, teleconference

Experiential
Decision Tools, case studies, ICN discussions, threaded discussion groups, quizzes (with instant feedback)

The assignment, quiz, and exam components section of each module is open and up to the team members. Access to each module will require completion of the prior module. Students will be able to complete the course at their own speed. Discussion groups via chat, teleconference, or ICN will be scheduled according to consensus. Teaching team members will be expected to contribute to threaded email discussions and be responsive to email based questions from the class.

Modules Titles and Teams
When Should I Market My Grain? Wisner & Edwards
Financial Risk, Edwards & Chase
Cash Marketing Tools, Hook, Johnson & Mayer
Probability Concepts, Edwards & Wisner
Crop Insurance Alternatives, Edwards
Other Risk Management Topics, Eggers & Mayer
Weather and Agronomic Consideration, Taylor
Futures Marketing Tools, Hook, Johnson, and Wisner
Use of Outlook Information, Lawrence & Wisner
Capstone - Marketing Plan Development, Thomas & Wisner

Cost
Registration costs are estimated at $100 with banks and other entities having the opportunity to sponsor clients. Actual costs will be calculated with the pilot run this winter.