

Marketing Club Information for the North Dakota Program

George Flaskerud
Extension Crops Economist
North Dakota State University

Keith Torgerson
Farm Business Management
North Dakota State College of Science
Wahpeton

Table of Contents

	Page
Overview	3
Why Marketing Clubs	4
Criteria for Approval of Marketing Club Funding	7
Job Descriptions	8
News Release Example	9
By-Laws Example for Simulation Club	10
Marketing Club Information Survey	11
Marketing Club Member Inventory (Pre- and Post-Test)	13
Marketing Club Evaluation	16
Suggested Curriculum	17
Publications	18
Deadline Summary	19
Torgerson Example of Approved Forms for Clubs	20

Overview

The marketing club (MC) program in North Dakota is coordinated by:

- **Steve Zimmerman**, North Dakota Farm Business Management Education Program, szimmerm@state.nd.us
- **George Flaskerud**, Extension Crops Economist, North Dakota State University, gflasker@ndsuent.nodak.edu

The coordinators, along with Keith Torgerson, farm business management instructor at North Dakota State College of Science, have been instrumental in planning the marketing club procedures. The Internet location for information on the North Dakota Marketing Clubs is www.ag.ndsu.nodak.edu/aginfo/cropmkt/cropmkt.htm.

Twenty new clubs are planned across the state in 2001-2002. The North Dakota Farm Business Management Program and the North Dakota State University Extension Service are involved in organizing and facilitating the marketing clubs. Funds approved during the 2001 North Dakota Legislative Session will be available to the clubs for educational efforts. Funds are reserved for six beef and two dairy marketing clubs. Twenty-two clubs were started in 1999 with start-up funds provided by the state legislature at that time.

Guidelines for securing funds and meeting program requirements are located in three sections:

- Criteria for Approval of Marketing Club Funding
- Deadline Summary
- Torgerson Example of Approved Forms for Clubs

Other sections in the publication are equally important to the operation of marketing clubs.

- “Why Marketing Clubs” is a PowerPoint presentation that can be used during an informational meeting with producers. During the meeting, the informational survey provided should be completed. The news release example is supplied for promoting the informational meeting.
- Job descriptions for the facilitator, instructor and club leader along with example by-laws are furnished to help with the organizational meeting. Actual futures trading is neither encouraged nor supported by the North Dakota Marketing Club Program. Clubs that trade must accept local responsibility and control.
- The educational program is essential to success of the marketing clubs. The Suggested Curriculum section is critical for this effort, along with the Pre- and Post Test, Evaluation and Publications sections.

Membership should be limited so all members can be involved. Club leaders should be the members of the club, not the facilitator or instructor. Member fees are strongly encouraged as the main source of operating funds for the clubs as discussed in the Criteria for Approval of Marketing Club Funding. Learn from each other and have fun.



Presentation Sources

- www.montanamarketmanager.org
- CBOT publication on marketing clubs

Why Join a Marketing Club

- Continued education
- Combine marketing with farm management and finance
- Share market information
- Learn by doing
- Limited or reduced risk
- Peer support group

What Is A Marketing Club

- Producers meeting on a regular basis
- To improve knowledge of the marketing system in order to become more effective marketers
- An educational effort using
 - Self study
 - Group study
 - Hands-on application

Continued Education

- Concepts matched with situation & covered in small doses
- Questions clarified in small group setting by
 - Other club members
 - Extension and Farm Business Management instructors
 - Grain and cattle buyers and brokers

Marketing, Management and Finance

- Marketing
 - Evaluating marketing alternatives
 - Determining what pricing opportunities exist
- Management
 - Cost of production
 - Acceptable profit level
- Finance - Cash flow projections

Peer Support Group

- Helps overcome indecision
- Helps evaluate alternatives
- Provides moral support to damaged egos
- Enforces the need for marketing plans

Share Market Information

- Commodity committees
 - Track prices
 - Examine fundamentals & technicals
 - Report current situation, recent developments, and forecast expected changes
- Share newsletters, market services, & electronic information

Types of Marketing Clubs

- Market information club
- Market simulation club
- Market trading club

Learn by Doing

- Students retain
 - 10% of what they hear
 - 20% of what they see
 - 40% of what they discuss
 - 80% of what they experience
- Marketing clubs
 - Lots of discussion & help each other
 - Case studies and paper trading to limit risk

Market Information Club

- Informal structure
 - No officers
 - Optional attendance
- Meet periodically
 - Review market conditions
 - Sponsor educational and marketing programs
 - Discuss pricing and marketing opportunities
- Does Not Qualify for Program Funding

Market Simulation Club - Preferred & Qualifies for Funds

- ▣ More formal
 - Elect officers and write by-laws and procedures
 - Collect dues
- ▣ Meets regularly
 - Hold business and educational program
 - Discuss marketing strategies
 - Simulate trades on futures, options and elevator contracts

Ingredients for Success

- ▣ 10 to 20 producers with desire to learn
- ▣ Facilitators with ability to communicate
- ▣ Leader willing and capable of helping others to learn
- ▣ Marketing instructor to present concepts

Market Trading and Analysis Club

- ▣ Formal legal organization
 - See section in handout on "Trading Account"
 - Rules of commodity trading commission apply
 - Elect officers and write by-laws and procedures
 - Collect dues and pay out gains/losses
- ▣ Meet regularly
 - Hold business and educational program
 - Discuss marketing strategies
 - Take futures and options positions (speculate)

Typical Meeting

- ▣ Meet around a table, not classroom style
- ▣ Develop standard format
- ▣ Participate in a orderly manner
- ▣ Old and new business
- ▣ Educational component
- ▣ Commodity, newsletter & other reports

Ways to Start a Marketing Club

- ▣ Interested group of producers meet
- ▣ Sponsor marketing workshop
- ▣ Hold interest meetings
 - Publicize
 - Determine if interest exists
 - Determine level of marketing knowledge
 - Gather ideas on a meeting place and time
 - Collect address and phone numbers

Sources of Marketing Information

- ▣ Marketing instructor
- ▣ Extension and Farm Business Management
- ▣ Local colleges
- ▣ USDA
- ▣ Market advisors
- ▣ Web sites and DTN
- ▣ Commodity exchanges
- ▣ Elevator managers, brokers and local buyers

What Will Work

- ▣ Leader that keeps everyone involved
- ▣ Facilitator that handles details
- ▣ Get everyone involved in commodity committees
- ▣ Use local experts effectively
- ▣ Focus on reasonable strategies

Your Marketing Club

- ▣ Summary
 - Get organized
 - Learn from each other
 - Get everyone involved
- ▣ Thanks for your attention
- ▣ Have fun

Criteria for Approval of Marketing Club Funding

Marketing club requirements were clarified by Steve Zimmerman, Keith Torgerson and George Flaskerud on July 6, 1999 and in subsequent meetings. Requirements were updated on August 15, 2001. The criteria may be subject to change to accommodate operations of the clubs.

Clubs must be organized with a schedule of meetings and minutes reflecting instructor selection prior to November 1 of the current year. A letter of intent can be sent earlier to Zimmerman (Flaskerud for the beef clubs) to get a higher ranking on the first-come, first-served list of clubs to be funded. Clubs may be recognized if organized earlier but will not receive credit for instructional time, meeting numbers, or attendance prior to July 1 of the current year.

At the marketing club organizational meeting, \$150 was suggested for membership fees. The fees may be needed for instructors, speakers, field trips, meeting room, marketing material, and so on.

Before December 1 of the current year, clubs shall submit a funding request which must include minutes reporting dues set (membership fees) and instructor selection along with a current year budget ending June 30 of the following year, by-laws, and membership list. See section on Torgerson Example of Approved Forms for Clubs. Send the forms to Zimmerman (Flaskerud for the beef clubs).

Membership in each club will be a minimum of 10 members not to exceed 20 members.

Each club will meet a minimum of 12 times per year.

The club shall use 24 hours per year for presentation of the approved curriculum. No more than 3 hours shall be presented in any month with exception being made for weather related postponements or other emergency situations as determined by the club.

Member surveys shall be conducted when the club is formed and a pre-test shall be administered when the educational phase is initiated. Copies of the surveys and pre-test shall be sent to Flaskerud before January 1.

Copies of post- tests and a member evaluation of club activities to date shall be returned to Flaskerud upon completion of the curriculum instructional phase of club development.

A record of member attendance shall be submitted with the request for payment.

A \$750 payment to the club will be made by Zimmerman (Flaskerud for beef clubs) when requested once the following conditions have been met:

- The December 1 and January 1 deadlines have been fulfilled (funding request, minutes, budget, by-laws, membership, survey, pre-test)
- The curriculum has been completed
- The post-test, evaluations and attendance have been submitted

The second year of funding (\$750) for the marketing club will be paid when requested and the following conditions have been met:

- The request must include club minutes indicating who is to get paid
- The curriculum has been completed
- The post-test, evaluations and attendance have been submitted

June 1 of each year is the absolute deadline for payment. Every attempt should be made to meet the conditions and request payment prior to the June 1 deadline. Funds cannot be dispersed after June 1 for administrative reasons.

A club can only receive funding for two years. Please notify Zimmerman and Flaskerud if a club is to be discontinued during this period.

www.ag.ndsu.nodak.edu/aginfo/cropmkt/cropmkt.htm is the internet location for further information on North Dakota Marketing Clubs.

Job Descriptions

Facilitator

1. Must be FBM instructor and/or extension agent
2. Work with state coordinators for the marketing club program
3. Attend in-service training
4. Organize the marketing club
5. Submit the application for funding
6. Make sure club records are maintained
7. Work with club members to set up club objectives, budget, and the hiring of an instructor to teach the approved curriculum
8. Conduct pre and post tests
9. Prepare the reports that need to be sent in to the State Board for Vocational and Technical Education
10. Work with the club in setting up a meeting room and a schedule
11. Monitor the instructor and leader to make sure they are meeting the objectives stated and are in compliance with the criteria for approval of a marketing club
12. Assist the instructor and leader
13. Send in the reports.

Marketing instructor

1. Selected by the facilitator and the club members.
2. Teach the 48 hours of approved curriculum over a two-year period, which is the requirement to be reimbursed by the state. Additional instruction must be worked out between the instructor and the club.
3. The instructor should be able to explain price behavior and present and evaluate alternative strategies

Marketing club leader

1. Elected by the club
2. Preside over meetings
3. Hold elections of secretary and treasurer
4. Assist officers in duties
5. Develop agendas
6. Secure speakers
7. Record attendance
8. Keep membership informed

NEWS RELEASE EXAMPLE

PRODUCERS TO DISCUSS FORMING MARKETING CLUBS

A meeting to discuss the formation of a marketing club to help area producers sharpen their marketing skills will be held (date) in (town) at (location), according to (name and title). The meeting will begin at (time) and is expected to last less than two hours. If you cannot attend the meeting but are interested in participating in this new marketing club, please contact (name and phone number).

The purpose of the meeting is to determine if there is adequate interest to start a club in the area. There will be a discussion of what the marketing club will do and what topics will be covered in the club's education program. Interested individuals will be invited to a later organizational meeting.

Marketing clubs are usually made up of 10 to 20 producers who meet once or twice a month with the goal of increasing their knowledge of marketing and price risk management concepts. The members learn from each other's experience, the educational program, and simulated marketing strategies. The members will monitor the markets and learn to evaluate various marketing strategies. The meetings will include outside speakers and regular interaction among the members.

Twenty new clubs are planned across North Dakota. The North Dakota Farm Business Management program and the North Dakota State University Extension Service are involved in organizing and facilitating the marketing clubs. Funds will be available to the clubs for educational efforts from money approved by the 2001 Legislative Session. The facilitators attended two days of in-depth training during September in preparation for the marketing clubs.

If you feel that you live too far from (town) to participate in this club but would like to join a club, a list of marketing clubs can be found in Extension Report 69, Marketing Clubs: A Risk Management Tool, which is available from your local Extension Agent and Farm Business Management Instructor. A list of marketing clubs and additional information is also available on the Internet at: www.ag.ndsu.nodak.edu/aginfo/cropmkt/cropmkt.htm.

By-Laws Example for Simulation Club

The following is a sample set of by-laws that a market information club or a paper-trading club might use. However, we recommend that each club adopt a set of by-laws that are specifically designed to the club's situation. It is also recommended that the club have its by-laws reviewed by an attorney to protect the club and its members from liability concerns.

Purpose

The (Club Name) is a voluntary organization which provides an opportunity to participate in group educational activities for the purpose of gaining a better understanding of alternative marketing tools.

Membership

Any individual interested in the marketing of agricultural commodities can be a member of (Club Name). Membership is divided into two groups: voting and non-voting. A voting member is any individual who invests the required initial fee and maintains his investment at the level of the other voting members. Failure to meet member's financial obligations will result in forfeiture of voting rights.

New voting members can join (at anytime). The current voting members must approve any new voting members by a (majority, 2/3 or unanimous) vote. New members will be required to pay the same dues as a current member.

Officers

Officers will consist of a leader, secretary, and treasurer. The leader will conduct the meeting and work with the facilitator to plan meetings and send out reminders of meetings. The secretary will keep minutes for the meetings and maintain

a list of voting and non-voting members. The treasurer will be responsible for maintaining the financial records of the club. The treasurer is also designated to set up accounts in the club's name.

Duration of Club

The (Club Name) shall review its situation at the end of each calendar year. The membership will determine if there is sufficient interest to continue the club into the next year.

Initial Fee

An initial fee of (Dollar Amount) will be required from each member desiring voting privileges. This fee will be payable no later than (Date).

Club Accounts

The treasurer will open a checking account in the name of the club. All checks should be made out to (Club Name). The checking account will require the signature of the treasurer and (another officer).

Decisions

All decisions made by (Club Name) must pass by a majority vote of the voting members present at a meeting.

Disbanding the Club

A (majority, 2/3 or unanimous) vote will be required to disband (Club Name). A (majority, 2/3 or unanimous) vote will be required to determine how to disperse funds or property that the club might possess.

Source

Sample By-laws Adopted from Marketing Club Leader Resource Notebook, www.montanamarketmanager.org. Example by-laws for "trading clubs" can also be found at this website.

Marketing Club Information Survey

Please complete this survey to help organize a marketing club that would provide the maximum benefit to the most participants.

County _____

Name _____

E-mail _____

Address _____

Town _____

State _____ Zip Code _____

Telephone _____

1. How often would you like for the marketing club to meet?

- Once a week
- Every two weeks
- Once a month
- Other _____

2. Please place a check by the time and day of the week that you feel would best fit your schedule.

- | Meeting Time | | | Day of the Week |
|-------------------------------|-------------------------------|-------------------------------|------------------------------------|
| <input type="checkbox"/> 7:00 | <input type="checkbox"/> a.m. | <input type="checkbox"/> p.m. | <input type="checkbox"/> Monday |
| <input type="checkbox"/> 7:30 | <input type="checkbox"/> a.m. | <input type="checkbox"/> p.m. | <input type="checkbox"/> Tuesday |
| <input type="checkbox"/> 8:00 | <input type="checkbox"/> a.m. | <input type="checkbox"/> p.m. | <input type="checkbox"/> Wednesday |
| <input type="checkbox"/> 8:30 | <input type="checkbox"/> a.m. | <input type="checkbox"/> p.m. | <input type="checkbox"/> Thursday |
| | | | <input type="checkbox"/> Friday |

3. Do you have access to the World Wide Web?

- Yes
- No

4. Would you be interested in helping to start a marketing club?

- Yes
- No

5. Would you be interested in being a club leader?

- Yes
- No

6. Do you regularly follow a marketing plan or strategy for your crops?

- Yes
- No

7. Have you ever traded futures?

- Yes
- No

8. Have you ever traded options?

- Yes
- No

9. Have you ever forward-priced any production?

- Yes
- No

10. Select the category which best describes your attitude towards risk.

- Avoiders.** They are the most cautious
- Calculators.** They analyze situations before making a decision.
- Adventurers.** They enjoy risks but keep the stakes reasonable.
- Daredevils.** They are plungers and commonly fail.

continued

11. On a scale from 1 to 5, with 5 being the highest level of comprehension, please rate your understanding of the each of the following marketing topics. Any number (1-2-3-4-5) may be used more than once.

- _____ Historical basis
- _____ Hedging with futures
- _____ Put and call options
- _____ Synthetic options
- _____ Fence (window)
- _____ Cash forward contracts
- _____ Basis contracts
- _____ Delayed price contracts
- _____ Minimum price contracts
- _____ Hedge to arrive contracts
- _____ Storage return

12. Please check one of the following.

- A large majority of my farm sales are livestock.
- A large majority of my farms sales are crops.
- Both crops and livestock contribute substantially to my farm's total sales.
- I do not farm.

13. My principal occupation is

14. What is your farm size?

_____ Crop acres _____ Pasture acres

15. How many total acres of the following crops do you raise each year, on average, based on the last 5 years' experience?

- _____ HRS Wheat
- _____ Durum
- _____ Barley
- _____ Sunflowers (cwt.)
- _____ Corn
- _____ Soybeans
- _____ Canola
- _____ Flax
- _____ Oats

16. What is your on-farm storage capacity?

_____ Bushels

17. Average number of work days spent in off-farm employment per year:

18. Type of off-farm employment:

19. Number of years in farming:

20. Age:

- | | | | |
|----------------------------------|--------------------------------|--------------------------------|----------------------------------|
| <input type="checkbox"/> 24/Less | <input type="checkbox"/> 35-39 | <input type="checkbox"/> 50-54 | <input type="checkbox"/> 65-69 |
| <input type="checkbox"/> 25-29 | <input type="checkbox"/> 40-44 | <input type="checkbox"/> 55-59 | <input type="checkbox"/> 70/More |
| <input type="checkbox"/> 30-34 | <input type="checkbox"/> 45-49 | <input type="checkbox"/> 60-64 | |

21. Education:

- Some high school
- High school graduate
- Some college
- Technical/vocational
- College degree
- Some graduate school
- Graduate school

22. Hours of marketing instruction previously received?

Thank your for your response

Marketing Club Member Inventory

(Pre- and Post-Test)

Member Name _____

- | | | | |
|---|--|--|--|
| 1. How well do you like taking risks in general? (Gambling vs. no gambling; dangerous sports vs. checkers; risky life style vs. quiet life style; high levels of health and life insurance vs. no personal insurance, etc.) | Love Risk
[9] [8] [7] | Risk Doesn't Bother Me
[6] [5] [4] [3] | I Hate Risk
[2] [1] |
| 2. Do you like making business decisions which involve risk? Rate yourself. | Prefer Risky Decisions
[9] [8] [7] | Neutral
[6] [5] [4] [3] | Extreme Dislike
[2] [1] |
| 3. Have your responses to business uncertainty been influenced by other people or institutions with whom you have business relationships (e.g., being influenced by your lender)? | Rarely Influenced
[9] [8] [7] | Sometimes
[6] [5] [4] [3] | Strongly Influenced
[2] [1] |
| 4. Would you routinely purchase multi-peril crop insurance? | I'd Recommend It If It Made Good Business Sense
[9] [8] [7] | I'd Be Reluctant To Recommend It or Do It
[6] [5] [4] [3] | I'd Never Recommend It or Do It
[2] [1] |
| 5. Would you forward price a substantial portion of a crop — say 50% of a wheat crop, 2-5 months before harvest? | [9] [8] [7] | [6] [5] [4] [3] | [2] [1] |

Indicate whether each of the following statements is true [T] or false [F]

6. A farmer or rancher's primary risk management objective should be to totally eliminate risks.

[T] [F]

7. As a farmer or rancher increases the percentage of his/her crop that is forward contracted, he/she sacrifices potential income.

[T] [F]

8. A producer who hedges using the futures market and/or the options market is substituting basis risk for price risk.

[T] [F]

9. Forward contracts are the only price risk management tool available to agricultural producers.

[T] [F]

10. In hedging, you must first buy a futures contract so that you have one to sell later.

[T] [F]

11. "Basis" is the difference between the cash price (at any given time and place) and a particular futures contract price.

[T] [F]

12. If today, Mpl Sep wheat is trading for \$4.00/bu and the basis is estimated to be -.30/bu, the expected hedge price is \$3.70/bu.

[T] [F]

13. Futures markets could work more effectively for hedging if there were no speculators.

[T] [F]

14. "Margin" is simply another term for the commission charge in trading futures.

[T] [F]

15. A short hedger benefits from a strengthening basis.
[T] [F]
16. The purchaser of a futures option contract purchases the right to buy or sell a futures contract at a specific price.
[T] [F]
17. The premium is the price paid for a call or put option contract.
[T] [F]
18. It is possible to establish a price now for a crop that will be produced two years in the future.
[T] [F]
19. Put option contracts offset call option contracts.
[T] [F]
20. Rolling a hedge is an alternative to accepting a weaker-than-expected basis.
[T] [F]
21. An agricultural producer may use a price window to price anticipated output. This is accomplished by creating a price ceiling (selling a call) and by a price floor (purchasing a put).
[T] [F]
22. The combination of a cash forward contract and the purchase of a call option is a synthetic put.
[T] [F]
23. Call option contracts protect buyers of agricultural products against price increases.
[T] [F]
24. Put option contracts protect sellers of agricultural commodities against price decreases.
[T] [F]
25. An option contract purchaser must maintain a margin account in the same manner as a futures trader.
[T] [F]
26. If strike prices are above futures prices, puts will be described as in-the-money.
[T] [F]
27. If strike prices are above futures prices, calls will be described as at-the-money.
[T] [F]
28. A short hedge position can be converted to a synthetic put by buying call options.
[T] [F]
29. If you estimate your local basis will be .30 under the futures price, and the futures price is \$3.50/bu, what approximate price can you lock in by hedging?
[a] \$3.50
[b] \$3.20
[c] \$3.80
[d] \$.30
[e] None of the above
30. Every option transaction involves
[a] Exercise
[b] Delivery
[c] Both a put and a call
[d] A buyer and a seller
[e] All of the above
31. An option buyer can
[a] Exercise the option
[b] Sell the option
[c] Let the option expire
[d] All of the above
32. You purchased a \$3.60 wheat option call; to offset it, you would
[a] Sell a \$3.60 wheat option call
[b] Sell a \$3.60 wheat option put
[c] Exercise the option
[d] Let the option expire
[e] None of the above
33. An option premium is
[a] Determined by the exchange
[b] Set at expiration
[c] Determined when exercised
[d] Negotiated by open outcry

34. The difference between an option's premium and its intrinsic value is

- [a] The price of the underlying futures contract
- [b] The strike price
- [c] The margin
- [d] Time value

35. Please rank each item below either 1-2-3-4- or 5 by how important the factor is to you in your marketing decisions.

(Rank: 1 = least important, 5 = most important, using each number only once.)

- _____ Price level
- _____ Need to meet creditor demands
- _____ Need to cover farming expenses
- _____ Time available for handling grain
- _____ Other *(please specify)* _____

36. On a scale from 1 to 5, with 5 being the highest level of comprehension, please rate your understanding of the each of the following marketing topics. Any number (1-2-3-4-5) may be used more than once.

- _____ Historical basis
- _____ Hedging with futures
- _____ Put and call options
- _____ Synthetic options
- _____ Fence (window)
- _____ Cash forward contracts
- _____ Basis contracts
- _____ Delayed price contracts
- _____ Storage return
- _____ Minimum price contracts
- _____ Hedge to arrive contracts

37. Select the category which best describes your attitude towards risk.

- _____ **Avoiders.** They are the most cautious.
- _____ **Calculators.** They analyze situations before making a decision.
- _____ **Adventurers.** They enjoy risks but keep the stakes reasonable.
- _____ **Daredevils.** They are plungers and commonly fail.

Comments _____

Thank you for your response

Marketing Club Evaluation

Location _____ Date ____/____/____

- | | | |
|--|--|---------------|
| 1. The objectives of the club were: | Clearly Evident
7 6 5 4 3 2 | Vague
1 |
| 2. The stated objectives were met: | Strongly Agree
7 6 5 4 3 2 | Disagree
1 |
| 3. The structure/format/level was: | Excellent
7 6 5 4 3 2 | Poor
1 |
| 4. The meeting facilities were: | Excellent
7 6 5 4 3 2 | Poor
1 |
| 5. The work of the presenter(s) was: | Excellent
7 6 5 4 3 2 | Poor
1 |
| 6. The educational materials were: | Excellent
7 6 5 4 3 2 | Poor
1 |
| 7. The ideas and activities presented were: | Very Interesting
7 6 5 4 3 2 | Dull
1 |
| 8. My attendance at this course should prove: | Very Beneficial
7 6 5 4 3 2 | No Value
1 |
| 9. Overall, I consider this learning experience: | Excellent
7 6 5 4 3 2 | Poor
1 |

10. Give an example of something you gained from the marketing club which may help you in your operation:

13. What other topics would you like to see covered in future educational programs?

11. List what you consider the major strengths of the club given your responsibilities:

14. How would you like to have the club run differently?

12. List what you consider the major weaknesses:

Name (optional) _____

Suggested Curriculum

1. Ag Marketing Notebook will be the text book for the club.
 2. Ag Marketing Outline will be the handout for club members. The visuals are on disk in Freelance and PowerPoint.
 3. Videotapes of the notebook are available from the North Dakota Grain Growers Association.
 - a. You can reach NDGGA (Attn: Jo Ann Koenecke) at 701.222.2216 or agdakota@btinet.net
 - b. They have five sets of videotapes with corresponding booklets. Each set includes five tapes:
 - i. Marketing Strategy for Grain
 - ii. Understanding Basis
 - iii. Using Futures Markets
 - iv. Using Ag Options
 - v. Caution about Speculation
 - c. Videotapes are available on loan, free of charge. There is a \$100 charge (their cost) if they are not returned, so please return them promptly. These tapes have been frequently used and are considered to be very good.
 4. Concepts required to be covered are listed below. Use the notebook, videotapes, publications and handouts. Suggested hours during the first year for 18 of the mandatory 24 per year are in parenthesis. Use the additional 6 hours to reinforce concepts as needed, for special speakers, for field trips, and for development and maintenance of a model farm initiated after the club is functioning. During the second year, about the same time may be spent on the concepts, which should involve a review of the concept, a discussion of concept application during the past year, and more depth on the concept.
 - a. Fundamental analysis (1)
 - b. Technical analysis (1)
 - c. Cost of production (.5)
 - d. Breakevens (.5)
 - e. Storage costs (.5)
 - f. Seasonal price patterns (.5)
 - g. Marketing plan development and implementation (1) and update (1)
 - h. Basis (1)
 - i. Futures (1)
 - j. Options (2)
 - k. Elevator and livestock contracts (3)
 - l. Sell or store decisions (1)
 - m. Integration with crop insurance (1)
 - n. Case study (3)
 5. Information meeting
 - a. Distribute and review Marketing Clubs: A Risk Management Tool (ER 69)
 - b. Why Marketing Clubs
 - i. See section on Why Marketing Clubs
 - ii. Use the visuals on disk in Freelance and PowerPoint
 6. Survey — Analyze and keep all copies. Note which ones joined the MC. Send noted copies to Flaskerud for analysis.
 6. Organizational meeting
 - a. Introductions
 - b. Review the MC Information publication
 - c. Decide on a MC structure
 - d. Decide on location and time
 - e. Develop by-laws
 - f. Elect officers — Leader, secretary and/or treasurer
 - g. Establish meeting format
 - h. Establish commodity committees to report on prices (cash and futures), contracts, basis and strategies
 7. Second meeting
 - a. Introduce new members
 - b. Old business — Complete organization
 - c. New business
 - d. Pre-test and send copies sent to Flaskerud for analysis
 - e. Begin educational program by explaining concepts to be covered. Emphasize that the information will be presented in small amounts and that the order of the presentations may differ from the outline since every attempt will be made to match the concepts covered to the current situation.
 - f. Commodity committee reports on prices (cash and futures), contracts, basis and strategies
 8. Third and subsequent meetings
 - a. Introduce new members
 - b. Old business
 - c. New business
 - d. Educational program (beginning in December)
 - i. Cover relevant concept — Maximum of 3 hrs/mth and 24 hrs/yr
 - ii. Case study for about 3 hours. The case study is on disk in Word Perfect 9. You can also check Flaskerud's web site for an update in late January.
 - e. Commodity committee reports on prices (cash and futures), contracts, basis and strategies
 - f. Model farm initiate and review at each meeting
 9. Completion of curriculum annually
 - a. Conduct post-test and club evaluation by membership and submit copies to Flaskerud
 - b. Submit request for funding payment along with attendance report to Zimmerman (Flaskerud for beef clubs.) See sections on Criteria for Approval of Marketing Club Funding, and Deadline Summary.
- www.ag.ndsu.nodak.edu/aginfo/cropmkt/cropmkt.htm* is the internet location for further information on North Dakota Marketing Clubs.

Publications

	Distributed at In-Service
Box Sets	20
Number/Box unless stated otherwise	20
Marketing Ag Commodity Notebook Material	1
Marketing Ag Commodity Outline	1
Diskette with Visuals in FL and PP, Spreadsheets, and Case Study	1
Plotting A Course 2001: Short-Term and Long-Term Agricultural Planning Prices for North Dakota (EC-1090)	x
Selling Grain: Know Your Rights and Your Responsibilities (EC-1194)	x
Technical Analysis (NCR-217, Fact Sheet No. 20)	x
Technical Analysis (Handout)	x
Basis for Selected North Dakota Crops (EC-1011)	x
Price Risk Management for Canola Producers in the Northern Plains (EB-75)	x
Seasonal Price Patterns for Crops (EB-61)	x
Seasonal Price Patterns for Livestock in North Dakota (EC-763)	x
Hog Market Cycles (EC-1101)	x
Power of Options (MGE)	x
Exercise — Hedge Wheat	x
Exercise — Purchase Put: Wheat	x
Exercise — Purchase Put: Canola	x
Exercise — Purchase Put: Feeder Cattle	x
Exercise — Window (Fence)	x
Exercise — Options Worksheet	x
Exercise — Contracts Worksheet	x
Elevator Contracts (Handout)	x
Cost of Grain Storage (NCR-217, Fact Sheet No. 19)	x
Loan Deficiency Payment Rates for Select Crops and Locations in North Dakota (EC-1214)	x
Case Study	x
Marketing Clubs: A Risk Management Tool (ER-69)	x
Marketing Clubs: A Hands-on Approach to Marketing (CBOT)	2
Marketing Club Information for North Dakota Program (ER)	x
Evaluations	x

Deadline Summary

November 1 during first year of operation	<ul style="list-style-type: none">• Clubs organized• Instructor selected
December 1 during first year of operation	<ul style="list-style-type: none">• Funding request and copy to Zimmerman (Flaskerud for beef clubs) of minutes, budget, by-laws, and membership list
January 1 during first year of operation	<ul style="list-style-type: none">• Member surveys and pre-tests to Flaskerud
June 1, Preferably Earlier, of each year	<ul style="list-style-type: none">• Post-tests to Flaskerud• Annual evaluations to Flaskerud• Attendance to Zimmerman (Flaskerud for beef clubs)• Request for payment from Zimmerman (Flaskerud for beef clubs) with copy of minutes showing who is to be paid

www.ag.ndsu.nodak.edu/aginfo/cropmkt/cropmkt.htm
is the internet location for further information
on North Dakota Marketing Clubs.

**Torgerson Example
of
Approved Forms
For Clubs**

August 31, 1999

Steve Zimmerman
State Capitol, 15th Floor
600 E. Boulevard Ave.
Bismarck, ND 58505-0610

Dear Steve,

The following forms are enclosed seeking approval for the Richland-Wilkin Marketing Club:

Richland-Wilkin Marketing Club Minutes
Richland-Wilkin Marketing Club By-Laws
Richland-Wilkin Marketing Club Budget
Richland-Wilkin Marketing Club Membership List
Richland-Wilkin Marketing Club Attendance Chart

If you have any questions please feel free to call me.

Sincerely,

Keith Torgerson,
Farm Business Management

KT/jm
Enc.

Richland-Wilkin Marketing Club

The marketing club was called to order by Keith Torgerson. All members were present. Keith opened the discussion on how the marketing club would operate and explained that to receive the money from the State Board for Vocational and Technical Education, the approved marketing curriculum must be part of the instruction. The money from the State Board for Vocational and Technical Education will be paid to Keith for teaching. Keith handed out the approved curriculum and it was agreed that this would be taught. Other points that were agreed upon were:

- Meet twice a month, except in October
- Summer meetings to be held at 7:00 am
- Set dues at \$130 and approved the proposed budget (see attached)
- Named Keith Torgerson the facilitator and instructor along with Dale Siebert
- Each member would share any marketing information that they subscribed to
- Dues would be run through NDSCS

(A member) was named chairman and he will work with Keith on setting up the meetings. Keith was named secretary-treasurer. He then asked Keith to hand out the proposed club bylaws and objectives and asked for discussion. (Another member) moved to accept the bylaws and objectives as presented. The motion was seconded and passed. The Chairman volunteered to have the meetings at his shop again. Everyone thought that was a good idea. Meeting adjourned.

Respectfully Submitted

Keith Torgerson

Richland-Wilkin Marketing Club

Bylaws and Objectives

Purpose

The Richland-Wilkin Marketing Club is a voluntary organization which provides an opportunity to participate in group educational activities for the purpose of gaining a better understanding of alternative marketing tools. The Richland-Wilkin Marketing Club is being established to provide participants a low-cost means to participate in an educational activity.

Membership

Any individual interested in the marketing of agricultural commodities can be a member of the Richland-Wilkin Marketing Club. Membership is divided into two classes: voting and non-voting. A voting member is any individual who invests the required initial fee and maintains his investment at the level of the other voting members. If a family invests only one fee, they have only one vote.

Officers

Officers will consist of a chairman and a secretary/treasurer. The chairman will conduct the meetings and work with the facilitator to plan the meetings. The secretary/treasurer is to record minutes for the meetings. In addition, the secretary/treasurer shall maintain a list of voting and non-voting members. Also, the secretary/treasurer is the officer designated to place the agreed upon order when he has collected an equal amount from each member desiring to be a voting member. The officers will also be in charge of hiring the class instructor and making sure the prescribed curriculum is taught.

Duration of Club

The Richland-Wilkin Marketing Club shall be reviewed at the end of each calendar year. The club can decide if there is sufficient interest to continue to the club in the next year. The membership will determine if there is sufficient interest to continue the club into the next year.

Initial Fee

An initial fee of \$120 will be required from each member desiring voting privileges. This fee will be payable no later than 10 days after enrolling. In later years, the fee must be paid by the end of the first meeting of the year if the club decides to continue in its educational activities. The collection of additional fees during the year will be done only after a unanimous vote by voting members present at an announced meeting with at least 50% of the voting members present.

Richland-Wilkin Marketing Club Budget

INCOME

Fee: \$120	12 x \$120 =	\$1,440
	State Board	<u>650</u>
	Total Income	\$2,090

EXPENSES

Teaching Basic Marketing

Curriculum	\$ 650
Coffee & Rolls	100
Publications	340
Other Instructor Cost	<u>1,000</u>
Total Expenses	\$2,090

Marketing Club Minutes

August 16, 2000

The marketing club had a business meeting after the regular meeting. (A member) moved and (another member) seconded the motion to continue to meet at Harvest States in Mooreton every two weeks. Motion passed. We will decide the meeting schedule for October on the September 13 meeting. The check for the marketing club should be sent to Keith Torgerson for teaching the class. The fees and class list are the same as last year. We will look at everything again in February.

Keith Torgerson, Secretary

Marketing Club Attendance Chart

	July 7, 1999	July 21, 1999	August 4, 1999	August 18, 1999	September 10, 1999	September 24, 1999	November 9, 1999	November 23, 1999	December 15, 1999	December 21, 1999	January 6, 2000	January 25, 2000	February 15, 2000	February 29, 2000	March 14, 2000
club member	X	X	-	X	X	X	X	X	X	X	X	X	X	X	X
club member	X	-	X	X	-	X	X	X	X	X	X	X		X	X
club member	X	X	X	X	X	X	X	X	X	X	X	X	X	X	-
club member	X	X	X	-	-	X		X	X	-		X		X	X
club member	X	X	-	X	-	X	X	X	X	X	X	X	X	-	X
club member	X	-	-	-			X		X	-				-	-
club member	X	-	-	-	-					-				-	-
club member	X	-	X	X	X	X	X		X	X	X	X	X	X	X
club member	X	-	-	-	-	-	-			-			-	-	-
club member	X	-	-	-	X	X	-		X	X	X	X	X	X	X
club member	X	X	X	-	X	X	-		X	X	X	X	X	-	X
club member	X	-	-	-	-	-	-		X	-	-	-		X	X
club member							X	X	X	-	X	X	X	-	X

For more information on this and other topics, see: www.ag.ndsu.nodak.edu

NDSU Extension Service, North Dakota State University of Agriculture and Applied Science, and U.S. Department of Agriculture cooperating. Sharon D. Anderson, Director, Fargo, North Dakota. Distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914. We offer our programs and facilities to all persons regardless of race, color, national origin, religion, sex, disability, age, Vietnam era veterans status, or sexual orientation; and are an equal opportunity employer.

This publication will be made available in alternative formats for people with disabilities upon request, 701/231-7881.

500-9-01