



OSU Extension – Wayne County PRESENTS

# Commodity Marketing Strategies

The Commodity Marketing Strategies program is an advanced commodity marketing school meant to sharpen participant's skills for pricing their grain, beef cattle, and milk. The program will cover: developing a marketing plan, budgets/breakevens, futures/options contract pricing strategies for cattle, row crops and milk, and the strategic use of insurance products. The program features the best University and private industry speakers from across the country

**DATE:** February 28<sup>th</sup>, 2024

**TIME:** 8:00 AM to 3:00 PM., Registration at 7:30 AM

**Cost:** \$20.00

**LOCATION:** Buckeye Ag Museum  
877 W. Old Lincoln Way  
Wooster, OH 44691

For more information, visit [wayne.osu.edu](http://wayne.osu.edu) or  
to register call 330-264-8722



THE OHIO STATE UNIVERSITY  
EXTENSION

**CFAES**

## Agenda

8:00 AM

Developing a Marketing Plan  
John Yost

9:00 AM

Balance Sheets, Cost of  
Production, Breakevens  
Farm Credit Panel

10:00 AM

Dairy Markets and Pricing  
Strategies  
Jason Hartschuh

11:00 AM

Beef Cattle Marketing  
Nevil Speer

12:00 Lunch

1:00 PM

Grain Pricing Strategies  
Lindsay Rettig

2:00 PM

Crop Insurance  
Lindsey Schwinn &  
Andrea Fogle (Farm Credit)

## EVENT SPONSORS:

Farm Credit of Mid-America  
440-775-4028

Gerber Feed Service  
330-857-4421

Walnut Hill Feeds  
330-648-2111

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information, visit [cfaesdiversity.osu.edu](http://cfaesdiversity.osu.edu). For an accessible format of this publication, visit [cfaes.osu.edu/accessibility](http://cfaes.osu.edu/accessibility).

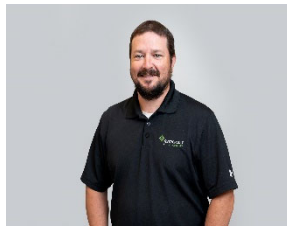
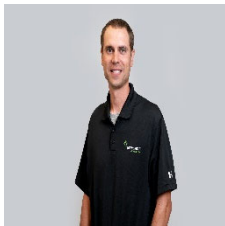
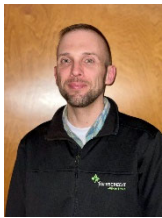


**Lindsay Rettig** is a grain marketing specialist at Kalmbach Feeds, Inc. She has over 9 years of professional experience in the grain industry. Her passion is in building relationships with producers and furthering their grain marketing knowledge. In addition to that, she manages the hedging position and assists in risk management in her current role. Lindsay graduated from The Ohio State University in 2014 and has series III and series 30 trading licenses. She and her husband have a grain farm in Arlington, Ohio, and love keeping their two children, ages 3 and 1, as involved as possible with the farm.



**Dr. Nevil Speer** works as an industry consultant based in Bowling Green, Kentucky. He has experience in both academia and private industry working in the livestock and food industry. His career includes working with several start-ups along with various service and consultation projects spanning a wide variety of topics. In addition, he has authored several influential industry white papers and currently serves as a regular contributor to Drovers.

Dr. Speer holds a PhD in Animal Sciences from Colorado State University and an MBA from Western Kentucky University.



A panel from Farm Credit of Mid-America will lead a discussion to help attendees better understand price target goals. They will cover balance sheets, enterprise budgets, and working with your lender. The panel will consist of:

- Colin Gordon – Senior Financial Officer
- Seth Wilkerson – Senior Financial Officer
- Evan Hahn – Regional Vice President



Lindsey Schwinn, Insurance Officer, and Andrea Fogle, Crop Insurance Account Specialist from Farm Credit will provide participants with an overview of crop insurance options for 2024. They will guide participants through the thought process in selecting the best risk management options for their operation.

