

Risk Management In The Cattle Business:
An Emphasis On Marketing
June 29-30, 2004
Jackson County Extension Office
Marianna, Florida

Tuesday June 29, 2004

11:00 AM - 1:00 PM Registration

1:00 PM - 5:00 PM

- The Risks That Cattle Producers Face
- So What Price Do I Need? - Calculating Production Costs and Breakeven Prices
- Understanding Cattle Market Cycles and Price Fluctuations
- Using Futures To Predict Cash Feeder Cattle Prices

6:00 PM Supper

- They Stole My Cows!- Live Animal Evaluation Showing What Cattle Buyers are Looking For with USDA-AMS Market Grader and Local Cattle Buyer

Wednesday, June 30, 2004

8:00 AM - 3:30 PM

- What's a Hedge? The Basics Of Using Futures to Sell Feeder Cattle
- What's a Put? The Basics of Using
- Put Options to Set a Price Floor
- Class Exercise Using Cattle Marketing Case Studies

Hotel Accommodations

Several hotels are conveniently located near the meeting facilities. The Hampton Inn located at Exit 142 is offering a special conference rate of **\$65.00 per night** plus tax. The phone number is listed below:

Hampton Inn Marianna 850-526-1006

Space is Limited - So Register Early!!

Registration is required for the workshop.

Registration fee is \$50 and includes all materials, notebooks, breaks, and meals.

Cut and return with payment to Risk/RDC, P. O. Box 1209, Tifton, GA 31793

Registration Form: **Risk Management in the Cattle Business**

Registration Fee: \$50 includes materials, notebook, meals, and breaks/ **\$75** after June 15, 2004

Name: _____

Farm/Ranch: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Make Check Payable to: **UGA Tifton Conference Center**

Register online @ www.ugatiftonconference.org
(credit card only)

Payment by Credit Card: Visa ___ Master Card ___

Discover ___ AMEX ___ Exp Date: ___

Card Number: _____

Signature: _____

Risk Management in the Cattle Business: An Emphasis on Marketing

A Cattle Marketing Workshop for Southeastern Beef Cattle Producers



June 29-30, 2004

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Risk Management in the Cattle Business: An Emphasis on Marketing

BSE, high feed costs, and weather. These and many other factors make marketing beef cattle profitably tough today as ever. During this two-day hands-on workshop, cattlemen will learn how to put more money in their pocket.

Leading university livestock economists and marketing specialists from across the Southeast will show producers how cattle cycles really work as well as how they can use currently available risk management tools to better market their cattle and improve their peace of mind when the market goes south.

In addition to classroom learning, producers will see first-hand how the price for their cattle is determined. Using live cattle, USDA market graders along with local cattle buyers will show producers what factors REALLY impact price, and what producers can do to improve their bottom line.

Location

The Jackson County Extension Office is located in Marianna, FL. On **Interstate 10** take **exit 136** and travel **north approximately one mile** on **FL 276**. The Jackson County Extension office is located on the left at the corner of **Penn Avenue** and **FL 276**.

For More Information
Contact your local county extension office or:

Dr. Curt Lacy, 229-386-3512,
clacy@uga.edu

Program Participants

Todd Davis, Extension Farm Management Specialist, Clemson University

Tim Hewitt, Area Economist, University of Florida

Curt Lacy, Extension Economist-Livestock University of Georgia

Walt Prevatt, Livestock Marketing Specialist Auburn University

Jim Rathwell, Retired Extension Livestock Economist, Clemson University

Nathan Smith, Extension Economist-Peanuts & Risk Management, University of Georgia

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