

# Developing Your Grain Marketing Plan

## Investment

\$550 (Inc GST)  
Per participant

## Duration

1 Day  
9.30am - 4.00pm

## FarmReady Course No

FRTC0931

## Course Dates

23 August 2011, Loxton

## Course Content

The objective of this course is to develop a grain marketing plan that addresses business risk, while taking into account grain marketing trends to develop a well rounded strategy for grain marketing.

Grain growers will learn about the current trends of the marketing year, including global supply and demand and how to interpret market information. This will be coupled with building a profile of the target market and how timing of sales and where grain is stored can help to contribute to the success of grain marketing.

## Recommended For

This course is ideally suited to grain growers who are looking to have a clear path to follow for their grain marketing activities. It is recommended for those growers who are frustrated by the emotional strain of the cyclical nature of grain prices and would like to have a way to combat that stress.

## Benefits for You and Your Business

This course is highly beneficial to grain businesses in that it provides a researched and structured way to developing a grain marketing plan. It takes away the need for being able to pick the highest price and instead provides participants with the know how to develop a strategy that is tailored to their individual business. The grain marketing plan is closely tied to meeting the business' performance goals and uses key grain marketing information as a guide in developing a sound strategy.

## Content

The key content includes:

- Grain marketing supply and demand trends
- Identification and analysis of key grain markets
- Business goal setting
- Importance and reasoning behind having a marketing plan

## Learning Outcomes

At the completion of this course participants will be able to:

- Identify and understand key grain marketing price drivers
- Identify, develop and assess business goals
- Identify target grain market and implement strategies accordingly
- Understand the benefits of having a working grain marketing plan
- Develop a working grain marketing plan for the business

## To Register

Visit [www.ruraldirections.com](http://www.ruraldirections.com)  
or contact Rural Directions Pty  
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F 08 8842 1766  
E [admin@ruraldirections.com](mailto:admin@ruraldirections.com)

 Australian Government Department of Agriculture, Fisheries and Forestry Supporting primary producers in a changing climate	 FarmReady Australia's Farming Future Primary producers can receive up to \$1500 reimbursement to attend approved training courses This is an approved FarmReady course Phone 1800 087 670 to see if you are eligible
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