

# Marketing Workshops

Sponsored by the Innovative Farmers Association of Ontario and Bayer CropScience

## Presented by Todd Ross and Steve Kell

*Parrish & Heimbecker, Mississauga*

- Have you missed marketing opportunities the past couple years?
- Learn how to manage your marketing risks in these exceptionally volatile markets.

**The Innovative Farmers Association of Ontario and Bayer CropScience are pleased to offer a grain marketing workshop:**

### This Workshop includes four Distinct Segments:

- 1. Determining Your Marketing Personality** - Agonize because you sold too soon? Got stubborn and rode it all the way to the bottom? Understanding your preference to Risk vs Reward will help identify the tools to use and traps to avoid in your marketing.
- 2. Futures and Options** - Once we understand our personality, we'll brush up on the pros and cons of these tools, and what best suits our needs and personalities.
- 3. Basis** - Understanding the factors that influence basis: Local Supply and Demand, US Exchange, and now the Lack of Convergence of Cash to Futures because of the Market Volatility. We don't have to like it, but we need to understand it.
- 4. Lesson From our Experiences** - As we tie all of the above threads together, this is the opportunity to identify the influences that the present market has on it, and how each one of us as individuals can manage our risks, and have the courage to seize opportunities.

*Todd Ross and Steve Kell were both raised on Ontario farms near Harriston and Barrie respectively. Both now work at Parrish and Heimbecker's Mississauga office managing the Eastern Canadian business, which includes overseas shipments, supplying domestic and US feed and flour processing, and sourcing supplies for the Ontario bio-fuels industry.*

**Remember:** a 1 cent move on one contract of grain is \$50. Invest this penny, have a great meal, and learn something about yourself and others.

*Both days begin with coffee and continental breakfast, followed by morning and afternoon refreshment breaks and a hearty lunch.*

## Workshops to be held in 2 locations:

### WORKSHOP #1

Wednesday, Dec. 10, 2008  
9:00 am – 3:30 pm  
MacIntosh Inn,  
12495 Highway #2 East  
Box 1140 Morrisburg, ON  
K0C 1X0  
613-543-3788  
1-888-229-2850

### WORKSHOP #2

Thursday, December 11, 2008  
9:00 am – 3:30 pm  
Best Western Stoneridge Inn  
6675 Burtwistle Lane,  
London ON, N6L 1H5  
519-652-6022 or  
1-888-471-2378

### COST

IFAO members \$70 + GST  
Non-Members \$80 + GST  
Lunch included

### REGISTRATION DEADLINE:

December 3, 2008  
Contact Lorraine House  
519-769-2443  
Fax: 519-769-2777  
ifao@ifao.com



Bayer CropScience

Marketing Workshops, Dec 10 & 11, 2008