

# *Women to Women: Educating Women about Farm Commodity Marketing*



**Wednesday, January 25, 2012**  
**9 a.m.—4 p.m.**  
**Boathouse Restaurant—700 Park Avenue**  
**Winona Lake—www.boathouseatwinona.com**

**Sponsored by:**  
**Purdue**  
**Extension Women**  
**in Ag Team**

**Featured Speaker:**



**Naomi Blohm**  
**Stewart Peterson**

Naomi is an expert at advising farmers how to manage their cash marketing needs and properly use futures and options. She also helps them understand the importance of managing basis, delivery point considerations, cash flow needs and storage capacity. Naomi is co-creator & presenter of Stewart-Peterson's program "Women to Women: Educating Women about Farm Marketing."

**Workshop Objectives:**

- Learn the basics of the available cash marketing tools including how and when to best utilize them
- Hands-on: walk through examples of how a futures contract works, and how it can affect your average price per bushel.
- Learn the basics of put and call options in a way that makes sense, while incorporating them into the current market place.
- Walk away with strategies that your farm can use today, no matter what price scenario unfolds for the year ahead!

**Kelly Heckaman—Warsaw**  
Purdue Extension—Kosciusko County  
Extension Educator—AgNR

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**Pre-registration is required by Thursday, January 19** to insure adequate materials are available for participants. **Registration Fee is \$30/person**—includes meal, refreshments and handouts. Please make checks payable to **Purdue Extension CES Ed Fund** and mail to:

**Purdue Extension—Kosciusko County, 202 W Main Street, Warsaw, IN 46580.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Telephone: \_\_\_\_\_ Email: \_\_\_\_\_



If you require auxiliary aids and services due to a disability or have a special food needs, please contact us by January 19 at 574-372-2340—Warsaw.