

Cornell Cooperative Extension of Herkimer County  
5657 State Route 5  
Herkimer, NY 13350

**Winning the Game**  
Grain Marketing Series  
Session 1 : Pre-Harvest 2011  
Knights Inn-Little Falls  
20 Albany Street (just off RT 5), Little Falls  
Thursday, January 13, 2011 10AM to 3PM

Cornell University  
Cooperative Extension  
Central New York Dairy  
and Field Crops Team



New York State  
Department of  
Agriculture & Markets



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- "I really liked the way you work through examples and added real world. Nice broad range of topics."
- "Interaction with people in attendance."
- "Practical approach, hands-on."
- "Going through a scenario with actual prices during a grain year, really showed how waiting for the "best" price can hurt you and importance of not waiting for harvest prices."

What did previous participants like about *Winning the Game*...

It is hard to think about marketing your 2011 grain crop when the 2010 crop is barely in the bin.

But now is exactly the time for you to take advantage of pre-harvest opportunities to market that 2011 crop that is not even in the ground yet.

## Winning the Game

### Session 1: Pre-Harvest 2011

Knights Inn-Little Falls

20 Albany Street (just off RT 5), Little Falls

Thursday, January 13, 2011 10AM to 3PM

Cornell Cooperative Extension and NY Ag and Markets are working together to bring you *Winning the Game*, the grain marketing series developed by the University of Minnesota Center for Farm Financial Management. This workshop simulates real-life grain marketing decisions, enabling you to practice marketing without the risk of losing actual money. During the 3 1/2-hour program, you will get to test your marketing skills using a marketing simulation game with actual daily market prices.

John Berry, Regional Ag Marketing Specialist from Penn State Cooperative Extension brings his considerable experience conducting this workshop and working with grain growers to develop marketing plans to our area. There is no doubt starting a pre-harvest marketing plan can be a challenge, but this workshop is filled with practical, easy-to-execute advice to help you secure a good average price for your crop.

The second session on post-harvest marketing strategy will be held in mid-summer of 2011. If you believe that your grain marketing strategy, or lack of, is denying you potential profit don't miss *Winning The Game!* If you attended last year's session you are more than welcome back for a refresher course!

## Winning the Game *Pre-Harvest Session*

Space is limited to 25 participants so register early!

**Registration is \$20 per person (includes lunch): Pre-registration is required!**

Please fill out the registration form below and return it along with payment to:  
Cornell Cooperative Extension of Herkimer County, 5657 State Route 5, Herkimer, NY 13350.

Make checks payable to: *Cornell Cooperative Extension*

Please call 315.866.7920 if you have any questions.

**Registration must be received in the office by January 10, 2011**

**Registration allows us to communicate any cancellations or changes in arrangements.**

Name \_\_\_\_\_ Number attending: \_\_\_\_\_ @ \$20.00/person Total: \$ \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ NY Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_