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Marketing Workshops Explore Futures, Options

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LUBBOCK – Farmers and ranchers can gain a better understanding of futures and options, and how to effectively use them as marketing tools at two, one-day workshops slated in December, 2003, and March, 2004, said a Texas A&M agricultural economist.

“These workshops are designed to help producers improve their pricing and marketing strategies through the study of futures and options,” said Dr. Jackie Smith, Texas Cooperative Extension agricultural economist-marketing specialist based in Lubbock. “In order to take advantage of profitable pricing opportunities, producers must know how to evaluate market alternatives.”

“These workshops will focus on evaluating price alternatives. All pricing alternatives are directly or indirectly linked to the futures market. So, we will be closely studying the basics of futures and options, fundamental and technical analysis, and pricing strategies using these tools.”

Texas A&M’s Agricultural Research and Extension Center at Lubbock will host both one-day workshops. The center is north of Lubbock on Interstate Highway 27 – take exit 11, turn right on FM 1294 and drive one-half mile east.

Smith will teach both workshops – which are designed for those with a beginning knowledge of the futures market.

“Each workshop will run from 9 a.m. to 4 p.m.,” Smith said. “Registration costs \$30 per person for each workshop.”

Producers can register, or get more information, for these workshops by calling Smith at 806-746-6101; or by contacting their local county Extension office.