

## Locations

**Monday, November 2nd**

**10:00 a.m.—2:30 p.m.**

**Abbyland Truck Stop Restaurant  
Curtis, WI 54422**

Contact: Sandy Stuttgen, Taylor County,  
715.748.3327

**Tuesday, November 3rd**

**10:00 a.m.—2:30 p.m.**

**Mason's Bar & Grill  
1940 Prairie Street  
Prairie du Sac, WI 53578**

**COST: \$10.00**

Contact: Denise Brusveen, Sauk County,  
608.355.3250

**Wednesday November 4th**

**10:00 a.m.—2:30 p.m.**

**Manawa Masonic Center,  
Waupaca, WI 54981**

Contact: Greg Blonde, Waupaca County,  
715.258.6230

**Thursday, November 5th**

**10:00 a.m.—2:30 p.m.**

**Chippewa County Courthouse, Room 3  
Chippewa Falls, WI 54729**

Contact: Randy Knapp, Chippewa County,  
715.726.7950

**Friday, November 6th**

**10:00 a.m.—2:30 p.m.**

**Walworth County Government Center  
Rm, 214, 100 W. Walworth Street  
Elkhorn, WI 53121**

Contact: Heidi Johnson, Jefferson County,  
920.647.7295

**Fill in your directions.**

**Presented and Developed  
by Members of the  
UW—Extension  
Farm and Risk  
Management (FARM) Team**

Maria Bendixen, Clark County  
Dr. Kevin Bernhardt, UW-Platteville  
Bob Cropp, Pepin County  
Dr. Gregg Hadley, UW-River Falls  
Alan Linnebur, Washington County  
Jenny Vanderlin, Ctr. For Dairy  
Profitability and  
Jon Zander, Trempealeau County



University of Wisconsin-Extension, U.S. Department of  
Agriculture, and Wisconsin counties cooperating.

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regarding our programs. Requests are  
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**DEAL  
Or No  
DEAL**

**Managing thru the  
Mayhem**



**Fill in your date  
and location**

# A SEMINAR FOR

- ◆ Dairy and Crop Producers
- ◆ Ag Professionals
- ◆ Educators



Who Want to Manage thru the Mayhem

## Program

Registration Starts 9:30 a.m.

10:00 a.m.

### Managing the Market—Impact of Volatile Prices and Costs, Part I.

This presentation will be very interactive and focus on price volatility using a marketing game compiled by Dr. Kevin Bernhardt, Farm and Risk Management Specialist, UW-Extension/Center for Dairy Profitability. This presentation will sharpen our saw on the volatility we face in output and input markets, how that volatility is changing, and what it means for managing the farm business. Bernhardt will show how our marketing challenge is much more than just a "good" milk price, rather how profits are at the margin, a margin that has become much more volatile.

11:00 a.m.

### Cost of Production I: What is Your Cost per Bushel?

The cost of production (COP) is the costs associated with production divided by the number of units produced. The most difficult task in calculating the cost of production is usually thought to be assembling all cost associated with production.

This first presentation on COP will introduce you to how to determine your cost of production for crops. This will be an interactive, activity showing a relatively quick and easy way to determine your costs. Estimates of cost of production are useful for setting target prices for crop marketing.

11:45 a.m. **Lunch (Provided)**

12:30 p.m.

### Cost of Production II: What Does Your Mailbox Price Really Cover?

This second presentation on COP will demonstrate how to calculate your dairy costs of production from your Schedule F and other financial records.

1:30 p.m.

### Managing the Market—Impact of Volatile Prices and Costs, Part II.

Now that you have seen the impact of volatile prices and costs, how does this affect your management time and how can it make a difference? Let's look forward.

Please pre-register by calling the **XXXX** County UW—Extension Office at **xxx-xxx-xxxx**. This helps with planning meals and handouts.

Registration Cost is **\$15.00** per person (**\$25.00** at the door)



Meeting presented by:



Farm and Risk Management  
(FARM) Team

In cooperation with

