



IADI Merchandising School

Introduction to Commodity Markets, Merchandising and Risk Management

- ▶ **PRICE RISK:** Assessment and Management
- ▶ **FUNDAMENTALS:** Supply, Demand and Price Analysis
- ▶ **CROP PRODUCTION AND WEATHER**
- ▶ **HEDGING:** Futures, Options and Cross-hedges
- ▶ **TECHNICAL TRADING FACTORS**
- ▶ **MERCHANDISING**
- ▶ **MARGIN MANAGEMENT:** Merchandisers and Processors
- ▶ **BASIS BEHAVIOR:** Cash and Futures Influence
- ▶ **TRANSPORTATION CONSIDERATIONS:** Rail, Truck and Barge

August 21 - 24, 2018

Hilton Minneapolis/St. Paul Airport Mall of America
3800 American Blvd E, Bloomington,
Minnesota, 55425, USA

Online Registration - <http://www.informaecon.com/iadi.asp>

A Division of
Informa Economics IEG
775 Ridge Lake Blvd
Suite 400
Memphis, TN 38120

Call: +1 901 202 4600

Fax: 901 766 8158

Email: sales@informaecon.com

Visit: www.informaecon.com

COMPREHENSIVE PROGRAM STRUCTURE: Informa's goal is to provide each student with an understanding of merchandising principles, market fundamentals and strategy alternatives to make a measurable contribution to his or her company. We provide a varied curriculum, such as:

Class Instruction in futures market theory and practice presented by experienced industry leaders.

Class Presentations with seasoned commodity merchandisers who share knowledge gained from experience in the day-to-day realities of the markets.

Student Discussions - buyer/seller, end-user/transporter, and financier/operator -- providing contrasting and varied points of view from experience gained with the same markets.

Case scenarios using "hands-on" learning techniques through case studies.

Informal chat sessions: Industry leaders describe their career "strokes of genius" and "devastating mistakes in judgment" for group discussion.

Strategy Sessions with competent market managers who offer insight into the planning and implementation of merchandising, purchasing and risk management strategies.

PROGRAM EXPECTATIONS: By week's end, each student should gain an understanding of commodity market structures and impacts, plus the importance of each link in the value chain. Students can begin immediately to incorporate this new-found knowledge into day-to-day job responsibilities for greater productivity.

Students will learn these highly valued market skills for career development:

- ▶ Basic merchandising and risk management fundamentals.
- ▶ How cash and derivative markets work; how those markets impact basis levels.
- ▶ Futures market price spreads and their relationship to basis levels.
- ▶ Supply/demand analysis, price discovery and risk management.
- ▶ Transportation factors and developments impacting basis trading.

Who Should Attend?

Anyone with job responsibilities in the following areas, whether a merchandising trainee or a finance/risk management professional:

- ▶ Commodity Merchandising, Trading and/or Processing
- ▶ Commodity Investors and Traders
- ▶ Finance/Auditing in Food and Agribusiness
- ▶ Commodity and Ingredient Purchasing
- ▶ Commodity Market Analysis
- ▶ Transportation and Logistics
- ▶ Supply, Demand Analysis and Forecasting

Schedule

(Faculty and class topics are subject to change as necessary.)

	Tuesday August 21	Wednesday August 22	Thursday August 23	Friday August 24
7:00 to 8:00		BREAKFAST Blue Water Grill	BREAKFAST Blue Water Grill	BREAKFAST Blue Water Grill
8:00 to 9:00		Transportation Considerations ERIKSEN	Introduction to Technical Trading VAN STOLK	Business, Basis, Price & Grain Origination <hr/> Case Studies: Basis, Price & Grain Origination KVISTAD
9:00 to 10:00			Grain Merchandising Using Cash & Futures Markets <hr/> Case Study: Country Grain Origination / Earning Profit Margin ROHDE	
10:15 to 11:00			Futures Markets & Price Discovery VAN STOLK	
11:00 to 12:00				
Noon - 1:00	LUNCH Independent	LUNCH Independent	LUNCH Independent	LUNCH Independent
1:00 to 2:00	Program Overview VAN STOLK	Introduction to Basis Trading ROHDE	Merchandising Cont'd... ROHDE	Final Group Project VAN STOLK
2:00 to 3:15	Fundamental Supply, Demand, & Price Analysis GVILLO		Introduction to Options & Hedging <hr/> Case Study: The 2008 Corn Market VAN STOLK	
3:30 to 4:30	Grain, Crop Weather & Production McMURTY			
4:30 to 5:30	Vantage Overview ERIKSEN		Case: Market Overview ROHDE	
	DINNER Independent	"Smoker" w. Speaker	DINNER Independent	



About Informa Economics IEG

Informa Economics IEG is part of Agribusiness Intelligence. The leading providers of global information across the value chain, specializing in agri commodities, food production, seed and crop protection, fertilizers, animal health and policy and regulation. Informa Economics IEG is a world leader in broad-based domestic and international agricultural and commodity/product market research, analysis, evaluation and consulting. Founded in 1977 and acquired in 2003 by Informa plc, the company serves hundreds of firms, institutions and trade organizations from our headquarters in Memphis, Tennessee.

The company's professional depth and experience allow us to provide a wide range of services related to the economic and management concerns of clients. Underpinning these services, Informa Economics' principal strengths lie in an expansive information base and a professional and experienced staff. Our employees, Informa Economics' primary asset, are well-trained and seasoned researchers and consultants with extensive backgrounds in business and government; most hold advanced degrees in agriculture or related fields. The Informa Economics' team has extensive experience in worldwide agribusiness and agricultural policy decision-making. Many Informa Economics employees have gained insights from past government service in senior policy, analysis and advisory positions; from major trade associations; from land grant universities; and as senior managers of leading agribusiness companies.

The world's agricultural and food industry is expanding and remains in a constant state of change. Successful businesses and institutions must deal with rapidly shifting market conditions that are driven by international influences, technological innovations, policy shifts, weather conditions, emerging consumers and fluctuating consumer preferences. To continue succeeding in this environment, businesses must have access to reliable market information and authoritative economic consulting services. It is Informa Economics IEG economic expertise and diverse client base that combine to provide unique insights, risk management and strategic planning for agribusinesses around the world.

Former Students

Ag Processing, Inc.
Alberta Agriculture
American Commercial Barge Line
Anheuser-Busch, Inc.
Archer Daniels Midland Co.
BNSF Railway
Bunge Ltd./BungeGlobal
Cargill, Inc.
Chicago & Illinois River Marketing
CHS Inc.
Coca-Cola Company (The)
ConAgra Foods, Inc.
Consolidated Grain & Barge
Deutsche Bank
Dow AgroSciences
Fleischmann's Yeast
Frito Lay, Inc.
General Mills
Gordon Food Service
Hill's Pet Nutrition, Inc.
H.J. Baker & Bro., Inc.
Ingram Barge Line
J.M. Smuckers Company
Johnson & Johnson
Kellogg Company
Kraft Foods Inc.
Land O'Lakes
Louis Dreyfus Corp.
Maple Leaf Foods International
Marubeni America Corp.
Minnesota Soybean Processors
Mitsui & Co. (USA), Inc.
Monsanto Company
Nestle USA, Inc.
Norfolk Southern Corporation
PepsiCo
Quaker Oats
Riceland Foods, Inc.
RSI - Restaurant Services
Scoular Company (The)
Smithfield Foods, Inc.
TOPCO Associates LLC
Triad Foods Group
Tudor Investments
Tyson Foods, Inc.
Union Pacific Railroad
USDA
Vita Plus Corp.
Wells Fargo Bank Credit
West Plains Co.
Zen-noh Grain

Registration Form

P3030IADI2018

IADI Merchandising School

Hilton Minneapolis/St. Paul Airport Mall of America
3800 American Blvd E, Bloomington, Minnesota, 55425, USA

August 21 - 24, 2018

IMPORTANT: Please provide your e-mail address to receive special class information.
Complete one registration form per person.

Name: _____ Telephone: _____

Title: _____ E-mail: _____

Company: _____

Address: _____

City, State, Zip, Country: _____

TOTAL COST

US \$3,950.00 per attendee

Fee includes 3 breakfasts, 3 lunches, 1 dinner, snacks during class and all class and program materials. Students are responsible for travel and lodging. Informa has set aside a block of rooms at the Hilton at \$145.00 per night, which will be available on a first come basis. All students should bring laptop computers in order to participate in the assigned projects. Wifi will be provided.

Your registration fee must be paid-in-full on or before Friday, August 10, 2018

Payment Information

Online Registration Informa's website: <http://www.informaecon.com/iadi.asp>

A credit card payment receipt will be sent immediately after your online registration is complete.

FAX (901) 766-4483 **Circle:** Credit Card VISA MasterCard American Express

Cardholder Name: _____ **Expiration Date:** _____

Card Number: _____

Cardholder's Signature: _____

Company Check **Payable to:** Informa Economics Checks must be received on or before Friday, Aug 10, 2018.

Mail to: Ms. Pam Daniel, Program Coordinator, P.O. Box 171113, Memphis, TN 38187-9908

Cancellation Policy: 100% Refund through July 13, 2018

NO REFUNDS after July 13, 2018

Informa reservations

<https://tinyurl.com/InformaHotel2018>

Your classroom location and hotel accommodations:

Hilton Minneapolis/St. Paul Airport Mall of America
3800 American Blvd E, Bloomington,
Minnesota, 55425, USA
August 21 - 24, 2018
Tel: 952.854.2100

IADI Program Director: Mr. Mark van Stolk, (901) 766-4557, mark.vanstolk@informa.com

Informa Economics Office: 775 Ridge Lake Blvd., Suite 400, Memphis, TN 38120-9403 USA