

INFORMA ECONOMICS TO HOLD LIVESTOCK AND MEAT ANALYSIS WORKSHOP

Commodity market volatility in recent years underscores the necessity for a solid understanding of how the markets function and how best to analyze them. This is the foundation for Informa Economics' Livestock and Meat Analysis Workshop, to be held May 12 at the Memphis Hilton Hotel. This course will provide participants with a variety of tools and skills that can be applied to the cattle and beef, hogs and pork and poultry markets. (The workshop precedes the company's Livestock, Meat, Poultry and Dairy Spring Conference and Industry Overview to be held May 13-14.)

The day-long workshop begins with a session on the fundamentals of supply and demand, including discussions on supply response, demand and how to measure demand, as well as margins and economic motives. There also will be a session on how to organize data and a session on price behavior in the livestock markets (including cash and futures, mean reversion versus random walks, trends and seasonality). The workshop also will have a session focusing on the various tools of the trade, including time series plots, scatter diagrams, regression analysis, seasonal indices, and commodity balance sheets.

The afternoon will consist of breakout sessions: one each for cattle and beef, hogs and pork, and poultry. In these breakout discussion groups, Informa's analysts will cover specifics of analyzing these unique markets, including which indicators to watch and why, which data sources are relevant and where to source them, and how to bring the supply side together with demand to generate price forecasts.

The Informa Livestock and Meat Analysis Seminar will be presented by Informa's livestock and meat analysts: Informa Economics Executive Vice President Rick Andersen; Informa Senior Vice President Rob Murphy; Informa Vice Presidents Mike Sands and Dennis McGivern, and Informa Senior Analysts Joe Powell and Mark Jordan.

The registration fee for Informa Economics' Livestock and Meat Analysis Seminar is \$995 for Informa Economics clients; \$1,095 for others. Additional registrants from the same organization are \$795 for Informa clients; \$995 for others. A brochure and online registration are available at www.informaecon.com.

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Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; St. Paul, Minnesota; Winnipeg, Canada; London, England; Brussels, Belgium; and Sao Paulo, Brazil. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at <http://www.informaecon.com>.