

MARKETEER

TM

THE MARKETING PLAN TOOL

For the past three years, Marketeer has helped producers and other agriculture professionals analyze and implement crop marketing plans. Now **Marketeer 2003** adds an improved set of features to assist you in the process of developing a marketing plan and putting it into action.

Features in Marketeer:

- Allow you to analyze from the simplest to the most complex marketing plan
- Use all of the cool futures and options tools
- Evaluate and compare alternative marketing plans
- Record completed actions to measure marketing progress
- Use the new dairy enterprise to develop milk marketing plans
- Reveal how your insurance program impacts your plan
- Calculate how your marketing plan fares at higher and/or lower futures prices
- Show you how your marketing plan affects your gross income

Marketeer not only helps during the planning phase, it provides “to-do” reports and check-off lists to help you monitor your plan during the year. Output includes sensitivity tables and graphs which provide a comprehensive representation of the combined effects of all the actions in your marketing plan.

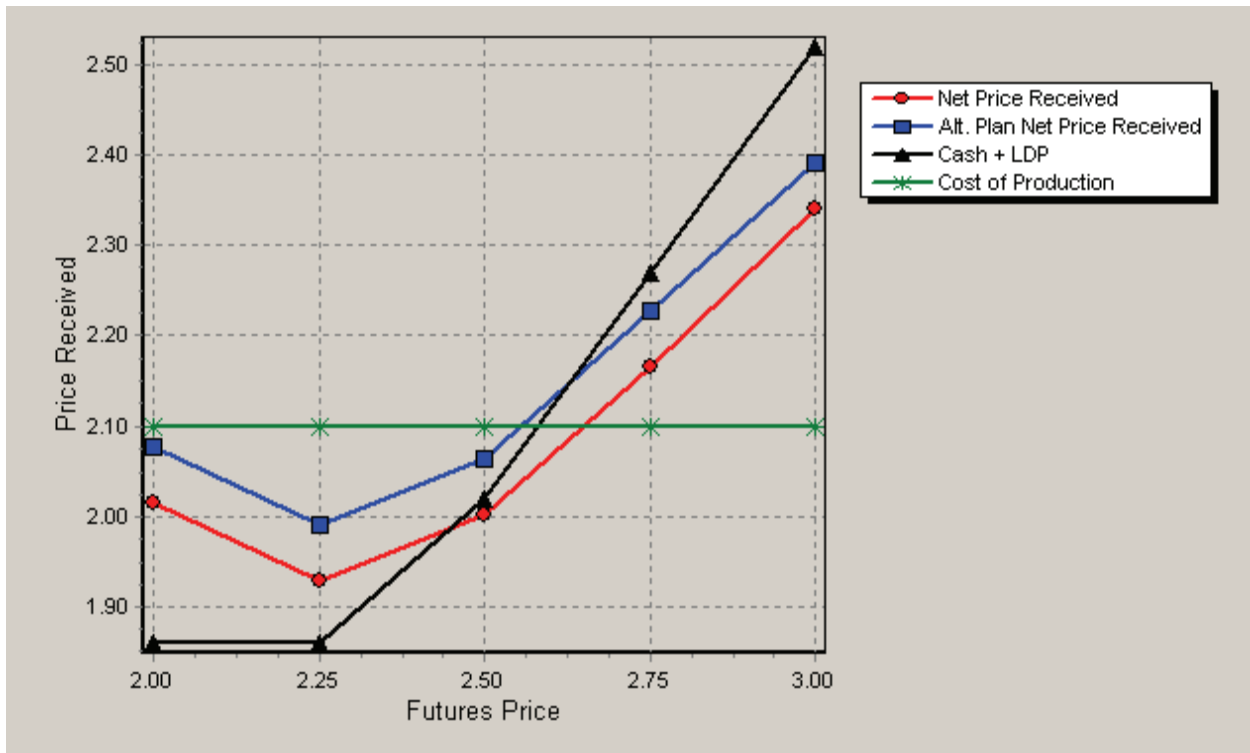
Contact Country Hedging, Inc. or the Center for Farm Financial Management to order your copy today!

For more information:



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Marketeer 2003 Comparing Alternative Marketing Plans



Alternative Plan Comparison

	-----Futures Price-----				
	2.00	2.25	2.50	2.75	3.00
The Plan					
Net Price Received	2.01	1.93	2.00	2.17	2.34
Versus Cash + LDP	1.86	1.86	2.02	2.27	2.52
Gain or Loss per Bu.	0.15	0.07	-0.02	-0.10	-0.18
Plan Income	175,220	167,720	174,140	188,390	203,640
Versus Cash + LDP	161,820	161,820	175,740	197,490	219,240
Plan Gain or Loss	13,400	5,900	-1,600	-9,100	-15,600
Alternative Plan					
Net Price Received	2.08	1.99	2.06	2.23	2.39
Versus Cash + LDP	1.86	1.86	2.02	2.27	2.52
Gain or Loss per Bu.	0.22	0.13	0.04	-0.04	-0.13
Alt. Plan Income	180,620	173,120	179,540	193,790	208,040
Versus Cash + LDP	161,820	161,820	175,740	197,490	219,240
Alt. Plan Gain / Loss	18,800	11,300	3,800	-3,700	-11,200
Alternative Plan Advantage					
Per Bu.	0.06	0.06	0.06	0.06	0.05
Total	5,400	5,400	5,400	5,400	4,400