

JUN 24 1993

Market Information

Your Key
To Higher Profits

IOWA STATE UNIVERSITY
University Extension

Ames, Iowa

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To gain profits in agriculture today, it is important to stay abreast of the latest agricultural news and information. Iowa State University provides up-to-date information and educational materials so you can take advantage of your key to profit—timely market information.

WOI-AM Radio, 640 kHz

Daily market news broadcasts by extension market news editor Doug Cooper and staff offer current futures and cash commodity prices, as well as information on factors affecting market trends, financial information, and options quotes. A one-half hour market and news magazine program from 12:30 to 1 p.m. Monday through Friday includes market analysis and interviews on issues affecting agriculture. For a free schedule, write Market News, 468 Heady Hall, Iowa State University, Ames, Iowa 50011.

Extension Marketing Seminars

Presentations and discussion of marketing alternatives are provided by extension marketing specialists at locations near you. Contact your county extension office or extension farm management specialist for further information.

Code-A-Phone Information

Code-A-Phone market information is available weekdays by calling (515) 294-6911 for futures information, and (515) 294-6899 for cash livestock information. Three- to six-minute taped messages prepared by extension's market news staff give a brief summation of current trends in the market.

EXNET

EXNET is extension's dial-up information system. For a \$25 yearly subscription fee and the cost of a telephone call, you can use your home computer and modem to access extension information that includes up-to-date markets and weather. Iowa Farm Outlook, Estimated Livestock Returns, and weekly livestock feeding projections are available on EXNET. For details, contact Deborah Coates at (515) 294-8658.

ISU Extension Software

Microcomputer spreadsheet templates and stand-alone programs designed to help farmers in economic decision making are available through ISU Extension Software Service. Software is available for Macintosh and IBM compatible computers. Contact ISU Extension software manager Deborah Coates at (515) 294-8658 for more information.

Iowa Farm Outlook

Extension specialists look at factors affecting the markets and incorporate them into the *Iowa Farm Outlook Letter*, published twice each month. Outlook economists Robert Wisner and John Lawrence analyze grain and livestock markets. Other economists offer insight to a variety of management and marketing issues.

Farm Marketing

Home-Study Courses

These courses offer a series of lessons on using grain options, and a series of lessons on hog marketing and pricing alternatives. The lessons are prepared by extension marketing specialists.

Estimated Livestock Returns

Each month, extension outlook economist John Lawrence calculates profits based on current market conditions for cattle, feeder pigs, and market hogs. Livestock feeding projections include estimated break-evens and projected profits or losses from feeding feeder pigs, and feeder calves, steers, and heifers purchased and fed at prevailing prices.

To order a publication from ISU Extension, please return the order form to the address on the opposite side. If ordering cost publications, send the order form in an envelope with a check or money order payable to Iowa State University for the entire amount ordered. Contact Extension Distribution at (515) 294-5247 for more information.

Order Form

Publications

___ *Price of Iowa Products 1930-1992*, Economic Information #216. Free.

Producer Marketing Management series. NCR-217

___ *Pricing Tools for Grain*, #2 \$.50

___ *Seasonal Cash Grain Price Patterns*, #3 \$.75

___ *Marketing and Keeping Records for Grain*, #4 \$1

___ *Using Basis for Livestock*, #5 \$.50

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Iowa Corn and Soybean Basis Patterns (by area).

Contact your county extension office if you are not sure which pamphlet to order. \$1.50 each

___ M-1213 Northwest

___ M-1212 Southeast

___ M-1214 North Central

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___ M-1215 Northeast

___ M-1210 Southwest

___ M-1250 *Iowa Fed Cattle Basis*

___ M-1249 *Iowa Barrows and Gilts Basis*

Newsletters

___ *Iowa Farm Outlook*, published twice a month. \$10 annual fee.

___ *Estimated Livestock Returns*, published monthly \$9 annual fee.

Home Study Courses

___ *Grain Options Brochure*, M-1223e. Includes details and enrollment form for a packet of lessons on the various aspects of using options to price grain. Free.

___ *Hog Marketing Home-Study Courses Brochure*, M-1240. Includes details and enrollment form for a packet of lessons on marketing hogs by using various marketing and pricing methods. Free.

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