



GET STARTED MARKETING WELL

How to position yourself right now to manage the coming opportunities and risks.

From the consultants at Stewart-Peterson Inc.



“The average price the market offers is not good enough for the long haul. The best producers will take every penny they can get from the market so that when prices drop below profitable levels, they have a strong financial position to help cushion the shock.”

- Scott Stewart, president and CEO, Stewart-Peterson

About This Book

Everyone knows that the majority of dairy producers experienced extreme unprofitability in 2009. What isn't known is how producers will respond to the extreme challenges ahead.

Our objective in writing this book is to help you understand and heed the lessons of this past year. In this new age of volatility, milk and feed prices will continue to rise and fall, and they will continue to do so with extremes.

Some will say there is little that can be done to avoid the swings. Others will call for market intervention. We believe that strategic marketing done well can empower producers and position them to take advantage of opportunities. **There is no reason for intelligent dairy**

producers—who manage so many aspects of their businesses so well—to allow themselves to be tossed about by the markets. You *can* take control of your marketing.

Beyond empowerment, there's an even more compelling reason to get started marketing. Marketing is becoming a management imperative to secure financing.

The markets over the past year have handed many producers a tough lesson. We want to help you learn from it by outlining how to get started marketing. The approach we recommend and outlined in this e-book is the same one that we have used to position our clients to manage both market opportunities and risks for the past 25 years, including 2009. We hope you find it helpful to your marketing and that you can apply the concepts to your operation.

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