



Explore the possibilities of marketing done well.

- Focus on key success factors.
- Learn what you need to know to get it done well.



You're Invited to a Hands-On Dairy Marketing Workshop.



You've worked to maximize opportunity in every area of your dairy. You've left no area unexplored in your quest for a better balance sheet. Marketing, however, is a road less traveled. Is the opportunity worth the trip? If positioning yourself to protect what you've worked so hard to earn is important, then yes!

Why Take the Road to Better Marketing?

You don't need to know everything about the markets to market well. You do need to get started. Our Road to Better Marketing workshop will give you the lay of the land, point you in the right direction and help you learn what marketing done well can mean for the revenue management of your operation.

"Marketing is just as important today as it has been on a historical basis. However, volatility and the reduced ability to absorb extreme financial shock have added more urgency to the need for producers to understand and engage in marketing."

– Sam Miller,
Sr. VP Agribusiness and Food Banking,
M&I Bank

"Marketing should be very high on a producer's to-do list."

– Greg Steele,
Commercial Dairy Business Lending,
AgStar Financial Services

What You Will Learn:

The advantages of strategic marketing

- ➔ Learn how to use market data—how much is too much?
- ➔ Learn how to analyze markets—avoid analysis paralysis.
- ➔ Understand what marketing should do for your operation.

Dairy economic outlook

- ➔ An update on the factors influencing milk, cheese, feed, and U.S. and world economies.
- ➔ A look at milk price scenarios, helping you to see where prices could go from here.

How to apply marketing strategies to your dairy operation

- ➔ Dairy's lending landscape—how marketing strategies mesh with revenue management today.
- ➔ Market Scenario PlanningSM—the key to preparing for whatever the market does.
- ➔ Hands-on strategy examples that you can apply to your dairy business immediately.



About the Presenters:

Stewart-Peterson is a commodity consulting and marketing services firm. For 25 years, we have helped producers nationwide manage opportunity and risk, and positioned them to succeed with their marketing.



What do other producers say about Stewart-Peterson workshops?

"Well worth the 100 mile trip."

"The meeting really opened up my mind to the possibilities."

"Well worth the time. Very pertinent info!"

"Very informative. I would attend it again."

"Good meeting ... nice to see some general helpful information, not just a sales meeting."

"This was the best presentation I have ever been to. Don't change a thing."

"I liked every part of the program. Excellent presentations. I will use it in my marketing."

Want to read about two dairy producers on the road to better marketing? Check out the *Progressive Dairyman* article series at www.stewart-peterson.com.

Workshop Schedule

8:30 a.m. - 8:45 a.m.	Registration, coffee.
8:45 a.m. - 10:00 a.m.	Strategic marketing – how it can help you
10:00 a.m. - 10:45 a.m.	Dairy economic overview – what the road ahead holds for you
10:45 a.m. - 11:00 a.m.	BREAK
11:00 a.m. - 12:00 p.m.	Dairy marketing principles – ideas you can use today

12:00 p.m. - 1:00 p.m.	LUNCH AND DISCUSSION
1:00 p.m. - 2:15 p.m.	Market Scenario Planning SM – how to get started marketing well
2:15 p.m. - 2:30 p.m.	BREAK
2:30 p.m. - 3:00 p.m.	Adapting Market Scenario Planning SM to your dairy
3:00 p.m. - 3:30 p.m.	Wrap-up and Q&A - making it work for you

Coming to a Location Near You:

Date	Location	Advance Registration
July 13	Kimberly, WI	July 7
July 14	Eau Claire, WI	July 8
July 27	Madison, WI	July 21
August 3	Sioux Falls, SD	July 28
August 4	La Crosse, WI	July 29
August 24	St. Johns, MI	August 18
August 25	Grand Rapids, MI	August 19
October 12	Genesee, NY	October 6
October 13	Syracuse, NY	October 7
November 9	Sunnyside, WA	November 3
November 10	Moses Lake, WA	November 4
January 11	Las Vegas, NV	January 5
February 8	Phoenix, AZ	February 2



In addition to these workshop dates, inquire about small group or one-on-one training by calling 800-334-9779



Registration Fees:

The following fees cover the cost of lunch and workshop educational materials:

Registrations received by the advance registration deadline:

\$59 for up to two producers from the same dairy.

\$29 for each additional attendee from the same dairy.

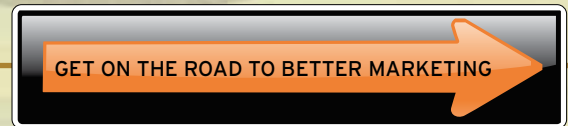
Registrations at the door:

\$89 for up to two producers from the same dairy.

\$29 for each additional attendee from the same dairy.

"In 2009, my marketing with Stewart-Peterson kept my dairy afloat. I don't know what I would have done if I wasn't prepared with the marketing strategies that were in place."

– Dan Brick, Brickstead Dairy, LLC



How to Register:

By Phone: Call 800-334-9779.

At www.stewart-peterson.com:

Click on the Road to Better Marketing workshop icon and follow the easy instructions.



By Mail: Fill in the information and mail it with payment enclosed to Stewart-Peterson Inc., 137 South Main Street, West Bend, Wisconsin 53095.

Name and Title: _____

State: _____ ZIP: _____

Farm Name: _____

Phone: _____

Additional Attendee Name(s): _____

Email: _____

Check Amount Enclosed: _____

Address 1: _____

Date/Location: _____

Address 2: _____

Herd Size: 250 - 750 750 - 1,000

City: _____

1,000 - 2,500 2,500+

Other: _____

Futures trading is not for everyone. The risk of loss in trading is substantial. Therefore, carefully consider whether such trading is suitable for you in light of your financial condition.