

First FFA Commodity Marketing Simulation Sponsored

WEST BEND, WISC. — In the first event of its kind, The National FFA Foundation is hosting a simulated commodity marketing program, which began in January, 1989. The three-month event is sponsored by The Stewart-Peterson Advisory Group, farm marketing consultants in West Bend.

The commodity program is providing high school students with hands-on experience in commodities marketing, and is designed to

teach prospective agribusiness men and women how to manage risk and maximize profits. It is seen by both Stewart-Peterson and the FFA as an excellent vehicle to prepare future farmers and commodities advisors for an increasingly business-oriented market.

The initial pilot program is being conducted in the state of Minnesota, but is expected to include chapters from across the nation within the next five to six years. The program is designed to

teach "real-life" situations in a classroom atmosphere.

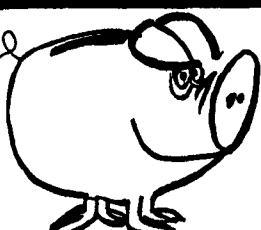
Specifically, the local advisor from the participating school has formed up to three teams consisting of three to six students. By calling market actions into an 800 number, each team is marketing 25,000 bushels of corn and 550 hogs from a model farm. The competition was completed last month. Each team can trade as it wishes without exceeding the commodity produced on the mod-

el farm. As in a normal situation, fees are assessed to each transaction, and a monthly statement is provided to each team. The advisor assists the teams with pertinent information and acts as a liaison to the FFA and Stewart-Peterson.

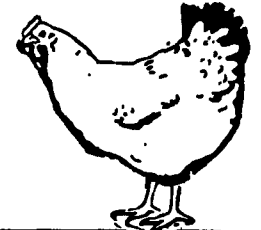
Upon completion of the simulation, each team will be judged by Stewart-Peterson and the FFA on marketing methodology based on a marketing journal and monetary success. Teams receiving the highest combined score will be

selected as winners. Scholarships will be provided to members of the winning team by Stewart-Peterson.

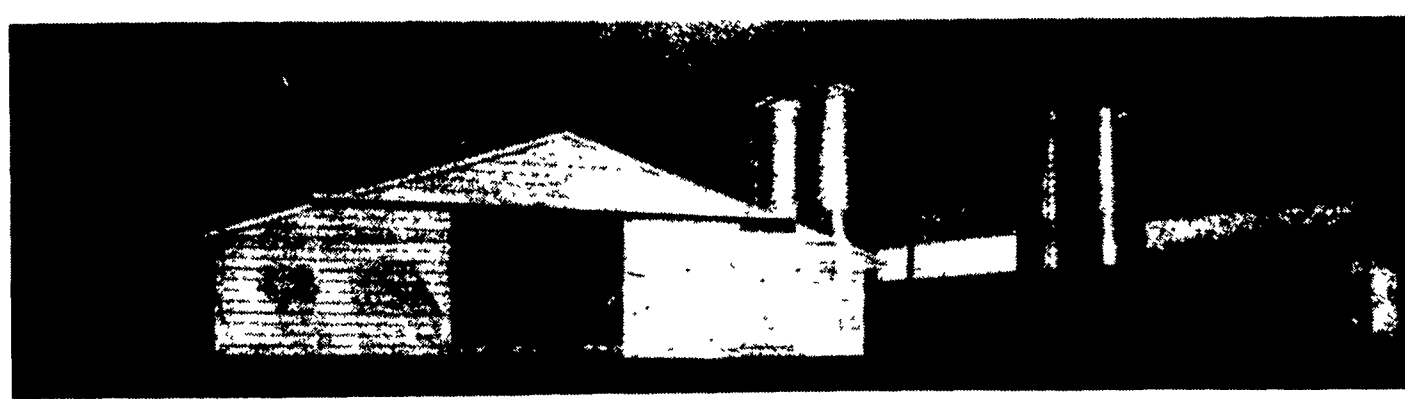
According to Scott W. Stewart, president of the Stewart-Peterson Advisory Group, a simulated program such as this is an idea whose time has come.



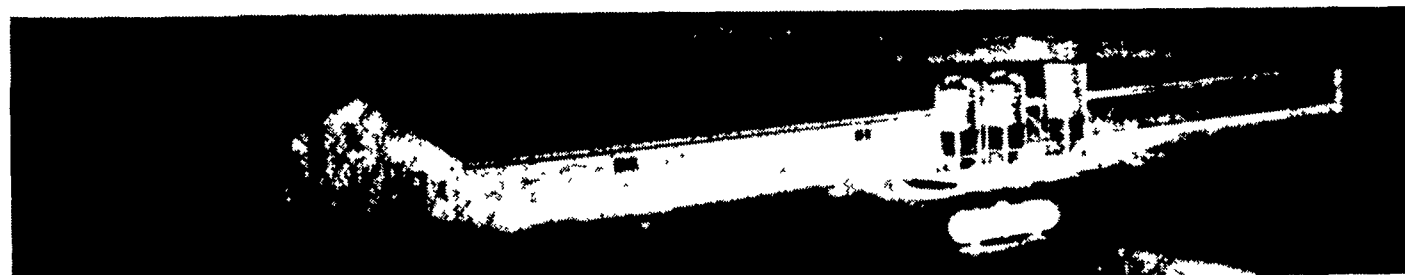
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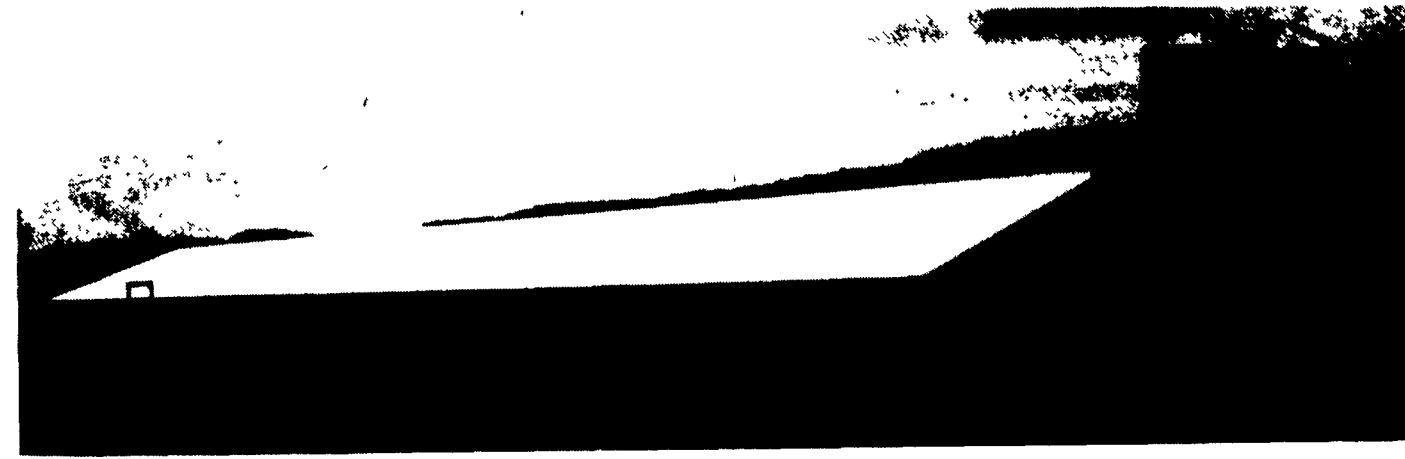
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