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Crop Marketing **Software Upgraded**

ST. PAUL, Minn. - MARK-ETEER, the one-ot-a-kind software specifically designed to help producers develop and implement crop marketing plans, has been upgraded by its codevelopers the Center for Farm Financial Management at the University of Minnesota and Country Hedging Inc. The upgrade includes user suggested features, crop insurance analysis, and a name change to MARKETEER 2001.

"We've enjoyed tremendous success with MARKETEER," explains Bob Craven, Director of the Center for Farm Financial Management. "The acceptance of the software, both conceptually and in terms of ease of use, has been very gratifying. In fact, many farmers have told us that the software has helped them better understand various marketing opportunities and has made them more comfortable implementing a plan. The MARKETEER 2001 upgrade is the next step in creating an even more effective tool."

MARKETEER 2001 incorporates many new features. Futures Fixed and Basis Fixed Contracts have been added to round out a complete spectrum of marketing actions available for evaluation. For monitoring purposes, you can now mark when actions have been completed as you revisit the plan over the course of the year. The output has been upgraded to show a comparison between the total income generated by the

marketing plan at various price levels versus a "non-plan" of cash and LDP. "On previous versions, we only looked at the per bushel effect of the plan,' says Craven. "A nickel here and a dime there might not seem all that impressive until you look at how all those bushels add up.

Another addition featured in MARKETEER 2001 is an analysis of the crop insurance intended for use during the planning year. "With crop insurance being such a major part of risk management, it made sense to add a comprehensive analysis of that facet to the crop marketing plan," says Craven. "We tie the marketing tools selected for use in the preharvest section of the plan to the type and level of insurance used for that crop. Sensitivity tables are then created for projected gross revenues based on varying futures prices and yields. The program calculates at what point the insurance would kick in, and shows its contribution to gross revenue." Three-dimensional graphs are also available for a comprehensive graphical dis-play of the sensitivity analysis.

MARKETEER requires Windows 95, 98, ME, 2000, or NT 4.0, with 32 MB of RAM, 100 MB of free hard drive space and at least a 180 MHZ Pentium processor. A 10-day trial version can be down loaded at http:// www.cffm.umn.edu or call 1-800-234-1111 (Center for Farm Financial Management) or 1-800-378-5056 (Country Hedging) for more information.

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