



Taking Control of Commodity Markets

GOTAFE in association with Mr Robert Herrmann (from Ag Concepts) with support from the VFF are offering the opportunity for Agriculture producers to attend a one day workshop on “Taking Control of Commodity Markets”

The one day workshop covers the following:

1. The fundamentals of market information for:

- a. Sheep
- b. Cattle
- c. Wool
- d. Grain

2. Where to find market information.

- a. Sources of market information.
- b. Who supplies the information?

3. How to interpret market information.

- a. Finding the relevant information
- b. Basis – what is it and why is it important?
- c. Relating the information to local prices
- d. Seasonality in markets

4. Current markets

- a. What is the current market situation?
- b. What are the influencing factors?
- c. What are the current markets telling us?
- d. How do we use this information to plan for the future?

5. Keeping track of market information ongoing.

- a. How to keep abreast
- b. Mecardo – Expert Market Analysis

Accreditation

Core Units

Code	Unit of Competence
BSBRK401A	Identify risk and apply risk management processes

The workshop includes a free 3 month subscription to Mercado, an online marketing information service

Robert Herrmann Bio www.mecardo.com.au

Robert Herrmann is the founder and Managing Director of Ag Concepts Unlimited (ACU), an independent, specialist advisory service with its focus firmly on the financial enhancement of primary production and price risk management.

Robert has in excess of thirty years’ experience in agriculture and advising in the marketing and risk management of agricultural commodities. With a commitment to delivering quality pro-active risk analysis and management service to clients.

Robert believes ‘Total Management’ is the key to the success of agricultural enterprise, and that price risk management, financial planning and the management of pasture and stock health provide the cornerstones of successful agricultural operations.

ACU has become a respected voice and driving force in the development of Riemann Wool Forwards and the recently released Mecardo Market Information.

Cost: \$60 for participants eligible for Government funding and \$75 for ineligible participants

Date: Thursday 27 March 9.00 am to 3.30 pm

Location: Melbourne University Dookie Campus
940 Dookie-Nalinga Rd,
Dookie College VIC 3647

Contact Information

For further information on the workshop, or to lodge an expression of interest to attend, please contact Leigh Kildey at GOTAFE on 0457 543 622, or by email at lkildey@gotafe.vic.edu.au