

# Virtual SEPTEMBER MARKETING SEMINAR

WEDNESDAY, SEPTEMBER 16, 2020  
4:00 - 7:00 p.m.

As times change, so do we! Please join us for this virtual event. Presenters will be together at one location to maximize the delivery of their valuable information. Your registration and participation is requested!

**PROGRAM**

- 3:45-4:00 p.m. Login to virtual meeting via emailed link
- 3:55 p.m. **Welcome** - North Dakota Grain Growers and Minnesota Association of Wheat Growers
- 4:00 p.m. **Ag Policy and Its Influence on Marketing**  
*Howard Olson, SVP Government & Public Affairs  
AgCountry Farm Credit Services, Fargo, ND*
- 4:30 p.m. **Crunching the Numbers**  
*Betsy Jensen, Farm Business Management Instructor  
Northland Community & Technical College, Stephen, MN*
- 5:00 p.m. **Environmental Protection Agency Update**  
*(Mountains & Plains: ND, SD, MT, WY, UT, CO)  
Gregory Sopkin, Administrator, EPA*
- 5:15 p.m. **Profits Through Intensive Marketing**  
*Bret Oelke, Owner, Innovus Agra, LLC, St. Cloud, MN*
- 6:00 p.m. **COVID, China and Confusion: 2020/21 Crop Market Outlook**  
*Dr. Frayne Olson, Crops Economist/Marketing Specialist, NDSU, Fargo*
- 6:45 p.m. **Final Comments / Adjourn**



**HOWARD OLSON**  
*AgCountry Farm Credit Services*



**BRET OELKE**  
*Innovus Agra, LLC*



**BETSY JENSEN**  
*NCTC-FBM*



**DR. FRAYNE OLSON**  
*NDSU*

**REGISTRATION REQUIRED to view the seminar**

Registration is FREE to all attendees.

Follow the link to register for the virtual marketing seminar.

Confirmation email with meeting link will be emailed after registration.

A PROGRAM OF THE



**Minnesota Association  
of Wheat Growers**



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**Crunching the Numbers**

– *Betsy Jensen, Farm Business Management Instructor, Northland Community & Technical College*  
Grab some Dot's Pretzels and crunch through a list of numbers. What will it take to make a profit in 2020 & 2021?

**COVID, China and Confusion: 2020/21 Crop Market Outlook**

– *Dr. Frayne Olson, Crops Economist/Marketing Specialist, NDSU*  
Where we were, where we are and where this might go. Trying to make sense of the tea leaves.

**Ag Policy and Its Influence on Marketing**

– *Howard Olson, SVP Government & Public Affairs, AgCountry Farm Credit Services*  
Howard will review the alphabet soup of farm programs the last 2-3 years, what's yet to come in 2020 and what we might have going forward - with an eye on the elections. Then we'll talk about how they impact your marketing plan...if at all.

**Profits Through Intensive Marketing**

– *Bret Oelke, Owner, Innovus Agra, LLC*  
When times are tough, and margins are tight producers have to be on their "A" game. It's also difficult to make money by following the herd; "outside-the-box" thinking is required.

*Interactive Q & A will be available after each presenter.*

**REGISTER NOW**

[mnwheat.org](http://mnwheat.org)