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AG Commodities Marketing

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Marketing Experience

The concept of marketing commodities I now better understand due to this class. In our marketing experience, I developed a better concept watching the markets closely to know when to buy low and when to sell high. I realized in the beginning livestock movement in the markets will make more cash compared to the grain movement when they move that same amount but are multiplies by different numbers. I also noticed that there is more movement around noon than any other time of day.

When I first started out I wanted to watch the soybean market and the live cattle market. These are the two things I thought would have the most volatility. It turned out good. I profited nearly 700 dollars the first week. This is when I watched the markets more and made sure I made enough to cover the brokers fees. I liked that how the markets are all going up until round March when market reports started to come out. Once the reports started to come out I realized I should be watching the markets every day checking them twice a day. Instead I usually traded on Mondays and Tuesdays. This wasn’t that good of a tactic. I ended up signing up for the CME news letters that I am interested in and I followed them once I took my first loss. I believe the CME news letters have a pull in the markets, even when market reports came out. I ended up buying July soybeans because they dropped nearly 30 cents. Little did I know even though CME advised buying them at 981 the beans would still drop 40 cents. This game developed my marketing tactics of making sure I watch the market reports and look at other countries products coming on the markets.