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CORNHUSKER ECONOMICS

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University of Nebraska–Lincoln Extension

Another Successful Year for Nebraska NAMA

The National Agri-Marketing Association (NAMA) is comprised of over 25 chapters in six regions nationwide and has more than 3,500 professional and student members. NAMA professionals have backgrounds in advertising, marketing, media and other areas of agribusiness. This year, eleven members of the University of Nebraska–Lincoln (UNL) student chapter of NAMA attended the NAMA Annual Conference held April 15-18 in Kansas City, MO. The Conference proved to be an exciting experience, where the Nebraska team competed in the student marketing competition and vied for national awards and scholarships.

Over 30 student chapters participated in the marketing competition at the annual conference and trade show, and over 350 student members attended the conference. For many members, the marketing competition is the highlight of the year and a culmination of eight months of preparation. Beginning in September of 2007, UNL's marketing team selected a product, conducted market research, designed a marketing plan and developed a presentation to take to national competition.

The marketing team's product in 2007-2008 was a moveable storage ring that can be covered with a tarp and aerated to preserve quality of grain for three to four months (or longer) and allows producers to take advantage of marketing opportunities in the months following harvest. The marketing plan for the Apollo Storage Rings, a "Simple, Profitable Storage Solution" included an integrated campaign launch, prize drawings for free rings at trade shows, on-site ring construction events for ring winners, radio and magazine advertisements, a word of mouth marketing campaign, safety day sponsorships and college scholarships in states where the ring was marketed. The team also determined its target market through research on demand for corn, corn production, on- and off-

Market Report	Yr Ago	4 Wks Ago	5/2/08
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight.....	\$95.67	\$86.30	\$93.28
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb.....	127.92	117.06	125.21
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb.....	111.83	98.93	104.75
Choice Boxed Beef, 600-750 lb. Carcass.....	156.48	138.07	154.85
Western Corn Belt Base Hog Price Carcass, Negotiated.....	73.07	55.13	72.59
Feeder Pigs, National Direct 50 lbs, FOB.....	66.96	38.64	46.90
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean.....	75.74	56.90	74.21
Slaughter Lambs, Ch. & Pr., Heavy, Woolled, South Dakota, Direct.....	90.75	*	*
National Carcass Lamb Cutout, FOB.....	245.97	255.69	251.87
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu.....	4.56	9.58	8.01
Corn, No. 2, Yellow Omaha, bu.....	3.66	5.66	5.74
Soybeans, No. 1, Yellow Omaha, bu.....	6.94	12.01	12.53
Grain Sorghum, No. 2, Yellow Dorchester, cwt.....	5.88	9.70	9.75
Oats, No. 2, Heavy Minneapolis, MN, bu.....	2.77	3.79	4.01
<u>Hay</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.....	135.00	135.00	*
Alfalfa, Large Rounds, Good Platte Valley, ton.....	92.50	85.00	77.50
Grass Hay, Large Rounds, Premium Nebraska, ton.....	90.00	*	*
* No market.			



farm storage and demographic and psychographic characteristics of producers.

The marketing plan competition at the national level requires that teams submit a written plan at least a month prior to competition. First round judges review written marketing plans prior to teams presenting. Five to six teams compete in the first round, with two teams moving to second round. Second round judges do not see written plans, so teams are judged on their presentation, visual displays, and/or media packets prepared by the team. Nebraska's team moved to the second round with many

positive comments from the first round judges. They were edged out in the second round by the University of Wisconsin-Madison and the University of Tennessee-Knoxville, who placed second and third overall in the competition. Nebraska has not moved to semi-finals since 1999. One of the top goals for the 2007-2008 year was making semi-finals, and it was an exciting achievement for this year's team.

Prior to this year, the Nebraska Chapter has been named Outstanding Student Chapter three years in a row. The Outstanding Chapter Award is based on the chapter's accomplishments over the year, as highlighted in its annual report. The competition this year jumped to a new level as John Deere began a "Signature" Award which carries a \$3000 prize. The Signature Award is based on points accumulated for activities and membership over the year and points awarded for the chapter's standing in the Outstanding Student Chapter and Marketing Plan competitions. Nebraska won fourth place in both the Outstanding Chapter and in the John Deere Signature Award (\$500 prize). In addition, Nebraska won a Chapter Management-Improvement Award and a Nebraska NAMA member, Emily Arkfeld, received one of the nine national NAMA scholarships.



2007-2008 UNL NAMA Team: (back row l-r) Andrea Seidel, John Anderson, Justin Perry, Laura Witte (middle row l-r) Melissa Williams, Karoline Kastanek, Janae Althouse (front row l-r) Michael Hauger, Kellen Meyer

For those undergraduate students who choose to get involved, NAMA presents amazing opportunities. Through networking with professionals in NAMA, students can discover a diverse range of career opportunities available in agricultural marketing and make valuable personal contacts. Students also have the opportunity to develop leadership, communication and presentation skills through the organization. The UNL Student NAMA Chapter is proud of its accomplishments

this year and is looking forward to another successful year in 2008-2009.

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