

Instructional Scenario

Developing Business Aspects of an Agricultural Enterprise



Course/Duty Area: Agricultural Production Technology/Understanding the Business of Raising Livestock

Scenario:

Scotti has 25 Hampshire sheep and is determining the best time of year to market her lambs and at what weight. She contacts her extension agent and agriculture teacher to learn whether she should sell her weaned lambs by private treaty, at a local stockyard, or at an east coast terminal market. Her extension agent and teacher provide her with two months' worth of market reports, and they tell her to watch the futures market reports on RFDTV. After tracking the market reports, Scotti determines that she needs to have her lambs at 90-100 pounds and the goats at 80 pounds by the end of March. Scotti puts together a five-year marketing plan for her sheep and goat operation and records it in her SAE Record Book.

Big Question:

What is the importance of developing a marketing plan for livestock?

Focused Questions:

1. What are the various types of markets one can use to sell livestock?
2. Why is it important to develop a marketing plan?
3. How should one analyze marketing reports?
4. How can one keep abreast of constantly changing markets and the factors that influence livestock operations?

Project-Based Assessment:

Prepare a marketing plan for your livestock enterprise.

Teacher Resources:

FFA Farm Business Management Contest, FFA (<https://www.ffa.org/participate/cdes/farm-business-management/>)

Scenario submitted by Shirley Kaufman, Buffalo Gap High School, Augusta County Public Schools