University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Cornhusker Economics | Agricultural Economics Department

5-7-2008

Another Successful Year for Nebraska NAMA

Laura Witte
University of Nebraska - Lincoln

Rosalee A. Swartz
University of Nebraska, rswartz1@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/agecon_cornhusker

Part of the Agricultural and Resource Economics Commons

Witte, Laura and Swartz, Rosalee A., "Another Successful Year for Nebraska NAMA" (2008). *Cornhusker Economics.* Paper 360.
http://digitalcommons.unl.edu/agecon_cornhusker/360

This Article is brought to you for free and open access by the Agricultural Economics Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Cornhusker Economics by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CORNHUSKER ECONOMICS

University of Nebraska–Lincoln Extension

Nebraska Lincoln

May 7, 2008

Institute of Agriculture & Natural Resources
Department of Agricultural Economics
http://www.agecon.unl.edu/Cornhuskereconomics.html

Another Successful Year for Nebraska NAMA

Market Report	Yr Ago	4 Wks Ago	5/2/08
Livestock and Products, Weekly Average			
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, Wooled, South Dakota, Direct	90.75	*	*
National Carcass Lamb Cutout, FOB	245.97	255.69	251.87
Crops, Daily Spot Prices			
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
Hay			
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.

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-

IANR

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the U.S. Department of Agriculture.

University of Nebraska Extension educational programs abide with the non-discrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

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.

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

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.

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.

Laura Witte
NAMA President, 2008-2009
University of Nebraska–Lincoln

Rosalee Swartz, (402) 472-5234
rswartz1@unl.edu

Lance Cummins-Brown, (402) 472-5086
lbrown4@unl.edu

NAMA Co-Advisors
University of Nebraska–Lincoln