

Developing a Plan to Market Cattle, Manage Risk

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“It seems the consensus in the market is that demand is a huge problem; however, the markets have upside potential with risk” said Matthew Diersen, in his opening statements at the Beef Cattle Risk Management Session I recently attended.

In this struggling economy, beef demand has taken a hit, as consumers have less disposable income to spend on high dollar beef cuts. However, Diersen, who has a Ph.D. in ag economics, encouraged producers to ride the economic storm as hidden opportunities are just around the corner for those who stick it ...[Read more by clicking on a link below.](#)

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