



BUSHEL'S FOR AG

Key Cooperative is pleased to offer a one-of-a-kind grain marketing program called Bushels for Ag. For a decade now, Key has provided this educational opportunity to Vo-Ag classes and FFA chapters at local schools. The intent is that the students utilize the program to gain knowledge of grain marketing as well as earn money for the FFA Chapter and/or Ag program.

At the beginning of each school year, Key's Field Marketing Specialists visit participating schools and present to the students, kicking off their Bushels for Ag program. The students put together a grain marketing plan with the help of their instructor and Key donates the first 100 bushels of corn and 40 bushels of beans to be marketed by the class.

This gives the class a true hands-on learning experience, not just a grain donation. Members of the Key Grain Team work with the students throughout the entire school year and review the marketing plan's success in the spring.



STUDENT EXPERIENCE

Bushels for Ag is an effective educational program because students have a physical product to learn with; making grain marketing a real life experience rather than just a process. Students are engaged in an actual management plan and actively participate in the sale of the commodity.

MARKETING STRATEGY

Students work as a group to develop a marketing plan which includes how much money they would like to make off the donated bushels.

It is then the students' responsibility to check the daily grain prices by calling Key Cooperative locations or checking bids on their phones, iPads and computers as the market trades.

FARMER SUPPORT

All Key Cooperative producers are invited to support their local Ag program by donating additional bushels to the program. They simply designate the number of bushels they'd like to donate and fill out a form that provides for the transfer of their contribution directly from their Key account to the FFA chapter of their choice.

FUTURE OPPORTUNITIES

Through the Bushels for Ag program, students obtain a better understanding of how to properly market grain, how a cooperative works and also engage with the agriculture industry.

Classes are invited to tour Key Cooperative locations and elevators as a group or individually. Students also have the opportunity to learn about the various job shadow experiences, internships and careers available at Key.

For more information, please contact:

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