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COURSE BROCHURE

# Agribusiness Finance, Costing and Marketing Training Course

19 – 23 April 2027
Vienna

**jupiterprime.uk**
info@jupiterprime.uk
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# Agribusiness Finance, Costing and Marketing Training Course

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Agribusiness Finance, Costing and Marketing is a 1-week training course for agribusiness managers, farm finance officers and agricultural lenders who budget, fund and sell crop and livestock output, and who leave with a seasonal enterprise finance and marketing plan. Weather swings, input cost shocks and volatile commodity prices now decide whether a growing season ends in profit or debt. Jupiter Prime Training offers this course on agribusiness finance, costing and marketing.

## Why Agribusiness Finance, Costing and Marketing Matters Now

Three forces shape the subject today. Input prices for feed, fertiliser, seed and energy move faster than farm gate prices. Lenders and processors want clearer enterprise budgets before extending seasonal credit or forward contracts. Value-chain buyers push grading and pricing terms back onto producers. An agri-enterprise that costs and finances its season well borrows on fair terms and sells with intent; one that does it badly sells in distress at harvest. The course rests on enterprise budgeting, gross margin analysis and partial budgeting.

## Who Gains Most from Agribusiness Finance, Costing and Marketing

- Staff who prepare crop, orchard or herd budgets
- Staff who forecast seasonal cash needs with lenders
- Staff who appraise agricultural finance requests
- Staff who cost output per hectare or per head
- Staff who choose sales channels and contracts for produce

An agri-enterprise finance lead and its sales lead gain most attending together.

## Agribusiness Finance, Costing and Marketing Capabilities

Participants learn to link what a hectare or a herd costs to how it is funded and where its output is sold.

- Build enterprise budgets and gross margins for crop and livestock activities — for the season planting decision
- Calculate cost of production per hectare, per head and per tonne — for the minimum acceptable selling price
- Design a monthly seasonal cash flow with peak borrowing need — for the working capital request
- Weigh loans, leasing, input credit and contract farming finance — for the lender or investor discussion
- Assess commodity price exposure and choose forward contracts or pooled sales — for the marketing committee
- Specify sales channels and value-chain pricing for fresh and processed products — for buyers and cooperatives

## Key Agribusiness Finance, Costing and Marketing Terms

- Enterprise budget — a projection of revenue, variable costs and gross margin for one crop or livestock activity.
- Gross margin — enterprise revenue less the variable costs that change directly with the size of that activity.
- Partial budget — a comparison of only the costs and revenues that change when one farm practice changes.
- Cost of production — the full cost of producing one unit of output, such as a tonne of grain or a litre of milk.
- Forward contract — an agreement to sell a set quantity of produce at an agreed price at a future delivery date.
- Farm gate price — the price a producer receives for output at the point it leaves the farm.

## Agribusiness Finance, Costing and Marketing Day by Day

### Day 1: Agri-Enterprise Economics and the Season

- Production Cycle Mapping — Timing Costs Against Planting, Growing and Harvest
- Whole-Farm Versus Enterprise View — Choosing the Unit of Financial Planning
- Fixed and Variable Farm Costs — Separating Overheads From Activity Costs
- Land, Water and Labour Constraints — Setting Realistic Output Ceilings
- Agricultural Value Chain Map — Locating Margin From Input Supplier to Retailer

### Day 2: Crop and Livestock Costing

- Enterprise Budget Build — Projecting Yield, Price and Variable Costs
- Gross Margin Comparison — Ranking Crops, Orchards and Herds by Contribution
- Cost Per Hectare and Per Head — Setting a Floor for Selling Prices
- Feed Conversion and Herd Costing — Pricing Meat, Milk and Eggs
- Partial Budgeting Method — Testing a Change in Variety, Feed or Irrigation

### Day 3: Seasonal Cash Flow and Financing

- Monthly Seasonal Cash Flow — Revealing Peak Borrowing Before Harvest
- Working Capital and Input Credit — Funding Seed, Fertiliser and Feed
- Equipment Leasing Versus Loan Finance — Funding Tractors and Cold Stores
- Contract Farming and Buyer Finance — Sharing Funding With Processors
- Lender Appraisal Ratios — Showing Repayment Capacity and Security Cover

### Day 4: Commodity Price Risk and Marketing

- Price Seasonality Analysis — Choosing When to Sell or Store Produce
- Forward Contracts and Pooled Sales — Fixing Price Before Harvest
- Crop and Livestock Insurance — Protecting Income Against Yield Loss
- Marketing Channel Selection — Weighing Wholesale, Cooperative and Direct Retail
- Value-Chain Pricing and Grading — Capturing Margin From Quality and Processing

## Day 5: Practising the Seasonal Enterprise Finance and Marketing Plan

- Enterprise Budget Case — Applying Gross Margins to a Mixed Farm
- Cash Flow Stress Test — Applying a Price Fall and Late Harvest
- Financing Pitch Role Play — Applying Ratios to a Lender Meeting
- Sales Calendar Draft — Applying Forward Sales and Channel Choices
- Seasonal Enterprise Finance and Marketing Plan — Completing the Season Package

## Applying Agribusiness Finance, Costing and Marketing After the Course

- Rebuild the enterprise budgets and gross margins for the next growing season and rank activities by contribution per hectare or per head.
- Draft a monthly seasonal cash flow with peak borrowing need and share it with the lender alongside a forward sales calendar.

## Agribusiness Finance, Costing and Marketing Questions FAQ

### What is agribusiness finance, costing and marketing, and why does it matter now?

It is costing crop and livestock output, funding the season and selling at a margin. It matters now because input costs and commodity prices move faster than farm plans.

### Which roles gain most from agribusiness finance, costing and marketing training?

Agribusiness managers and farm finance officers gain most, along with agricultural lenders.

### How does agribusiness finance, costing and marketing differ from a general corporate budgeting course?

It follows growing seasons, yields and commodity prices rather than steady monthly sales.

### What do you bring back from agribusiness finance, costing and marketing training?

You bring back a seasonal enterprise finance and marketing plan drafted during the course, with enterprise budgets, a cash flow and a sales calendar.

## Agribusiness Finance, Costing and Marketing: The Way Forward

The seasonal enterprise finance and marketing plan becomes the basis for the next planting and borrowing decision. Its first use is deciding how much working capital to request and which activities to grow, and finance leads, sales leads and lenders all work from it. After the first harvest, compare actual cost of production with the budget.