



SPEAKER PROFILE

Dr. Rob Murphy, BS, MS, PhD Agri Economics

Executive Vice President, Research & Analysis

J.S. Ferraro



ABOUT ROB

An agricultural economist and business leader with over 25 years in the industry, Dr. Rob Murphy has a wealth of experience in the North American meat and livestock industries studying, analyzing and predicting market movements. His expertise spans commodity analysis, econometric modelling, forecasting, futures markets, hedging, and risk management.

Rob holds a Ph.D. in Agricultural and Applied Economics from Virginia Tech and has developed his market expertise over the past three decades by serving as an economist with the Chicago Mercantile Exchange, Sparks Companies and Informa Economics.

During his 18 years at Informa/Sparks, Rob held senior leadership roles and directed the company's commodity analysis across the animal protein sector. He was also deeply involved in the development of risk management programs for many of Informa's global agribusiness clients.

Currently, Rob is the Executive Vice President, Research and Analysis at J.S. Ferraro, leading the team in commodity analysis, financial modelling, and the development of trading and risk management strategies.

CURRENT ENGAGEMENTS



"The Red Meat Outlook", a monthly report on the U.S. meat & livestock markets.

[READ](#)



Big Picture Market Outlook, a co-hosted quarterly webinar covering supply, demand and price forecasts for the North American meat & livestock markets with special guest speakers.

[WATCH](#)

ABOUT J.S. FERRARO

J.S. Ferraro is a North American firm providing market intelligence, risk management and supply chain solutions for the meat and livestock industry.

PAST ENGAGEMENTS

- **2016**, Presenter on *"Risk Management Best Practices"* at the [U.S. Soy Global Trade Exchange & Midwest Specialty Grains Conference and Trade Show](#)
- **2016**, Speaker on *"Hogs and Pork Industry Productivity"* at the [Informa Economics Commodity and Feed Ingredients Outlook Symposium](#)
- **2016**, Presenter on *"US Livestock and Meat Outlook"*, [Cargo Logistics Canada Conference](#), Montreal, Canada.
- **2015**, Speaker on *"International Protein Demand"* at the [U.S. Soy Global Trade Exchange](#)



Rob has spoken internationally on topics from agri supply chain development to international protein demand. He offers an analysts' perspective and is available as a keynote, breakout speaker, panelist or guest columnist.



MARKET OUTLOOKS & FORECASTS

US CATTLE/BEEF & HOGS/PORK MARKET OUTLOOKS

What is the supply and demand situation in the US cattle and beef / hog and pork complex? Rob maintains a full fundamental analysis system that is continually updated as new data arrives. The result? A data-driven approach to understanding the current state of markets and projections up to 18 months forward.

FORECASTING PRODUCTION & PRICES

Skilled commodity buyers can add millions to a company's bottom line. What is your company doing to develop this skill set? Rob can cover how to develop and deliver a cash commodity purchasing program that will incorporate best practices to ensure your buyers aren't leaving money on the table.



DATA & RISK MANAGEMENT

AGRICULTURAL DATA MANAGEMENT

Does your company need to manage and analyze large amounts of data? J.S. Ferraro collects, manages and analyzes vast quantities of fundamental data in the agricultural space. Rob can cover how to best structure your systems to access and manage the data you need effortlessly by blending the knowledge of seasoned data analysts with top-tier IT integration.

RISK MANAGEMENT & VALUE-AT-RISK

Everyone fears risk, but do you know how to actually measure the risk your company faces on a daily basis? It is impossible to manage something you can't measure. Rob can teach your team the various methods of measuring commodity price risk, including the use of Value-at-Risk, considered the gold standard of risk measurement approaches.

BEST PRACTICES IN COMMODITY RISK MANAGEMENT

Do you know how to properly structure a commodity risk management program? Rob has helped large and small agricultural companies set up and run a risk management program and can talk through the process, how to develop a formal risk management policy and operating procedures.



EDUCATION

AGRICULTURAL SUPPLY CHAIN ECONOMICS

Do you lack a deep understanding of agricultural supply chain economics and need someone well-versed in the economic drivers that affect things like profit margins at each stage? This talk provides a good understanding of the economic drivers that drive decisions at each stage of the supply chain and the tools to monitor them.

HEDGING WITH FUTURES & OPTIONS

Do you shy away from hedging with futures and options because you lack the expertise to understand the derivatives markets? Rob has been using futures and options to hedge commodity price risk for decades and can provide your team with training in the basics of hedging with commodity futures and options.

COMMODITY SWAPS

Did you know you are not limited to hedging only with standardized futures contracts? Over-the-counter markets exist where you can hedge with specific instruments custom-tailored to your exposure. During this talk, Rob can cover how to gain experience with these instruments and successfully navigate the commodity swaps market.

TO BOOK DR. MURPHY



Contact the marketing team:
marketing@jsferraro.com