**Enhancing Producer Income through Improved Marketing and Management Skills**

- Producers’ use of advanced marketing and production risk management techniques is limited.
- Price volatility has increased substantially since the 1960s. While the level of income protection provided by federal farm programs varies from farm bill to farm bill, these programs are not a substitute for producers’ own risk management strategies.
- The changing structure of production agriculture has led to fewer, larger farms with more capital at risk from adverse price movements or production shortfalls.

**Extension’s Response**

- The Master Marketer Educational System started in 1996 with the goal of providing producers with practical marketing and management tools for improving net returns.
- Marketing and management educational programs are delivered to targeted audiences through the Master Marketer program, the Advanced Topic Series, and Master Marketer for Agricultural Lenders.
- Extension specialists developed numerous educational resources and support components to assist Master Marketer graduates in starting, maintaining and maximizing the educational effectiveness of marketing clubs.
- Resources provided included more than 80 publications, a quarterly newsletter, a “how-to” guide for managing a marketing club, monthly teleconferences with marketing experts and a Web Site.
- The result was the training of more than 1,050 producers, many of whom were responsible for the creation of some 70 marketing clubs throughout the state with over 1,000 members.

**Economic Impact**

- Based on the responses from the 22 Master Marketer programs, the average increase in net returns per participant totaled $35,002 per year.
- The estimated annual benefit for all graduates was approximately $24.7 million in 2011, with a cumulative increase in net returns topping $258 million since 1996.
- Realistically, the total impacts attributed to the entire system are likely to be far greater, since the economic impact assessment of the other system components – Advanced Topic Series and the Master Marketer for Ag Lenders – are not included here.

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