

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 in recent years. Although 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.

AgriLife 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 were introduced 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 implementing selected marketing tools and risk-management practices taught in the program.
- Resources provided include more than 80 publications, a quarterly newsletter, weekly market outlook updates, a virtual "online marketing club" via social media, and extension specialists support of county educational programs and marketing clubs.
- The result has been the training of more than 1,200 producers, who reported significant changes in behavior. These changes were measured by their increased comprehension of marketing concepts and their adoption of proven marketing practices.



Economic Impacts

- Based on responses from 25 Master Marketer programs, the average increase in net returns per participant totaled \$35,247 per year.
- The estimated annual benefit for all graduates was approximately \$28.3 million in 2015, with a cumulative increase in net returns topping \$373.8 million since 1996.
- Realistically, the total impacts attributed to the entire *Master Marketer Educational System* are likely to be far greater, because the economic impact assessment of the other system components, the Advanced Topic Series and the Master Marketer for Ag Lenders, is not included here.