



Q: How can you get more profit from your farm/ranch operation?

Answer Inside

sponsored by
Texas AgriLife Extension Service
Texas Corn Producers Board
Texas Farm Bureau
Cotton State Support Committee
Risk Management Agency/USDA

Educational programs of the Texas AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age or national origin.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

A: Marketing education and training pay dividends that will directly improve your bottom line! Previous graduates report their incomes have increased, on average, more than \$33,000 per year.

What is the Master Marketer Program?

This program is designed for agricultural producers and agribusiness leaders experienced in marketing commodities and having some knowledge of futures and options markets. The course contains 64 hours of intensive marketing training, focusing on feedgrains, cotton, livestock, and wheat.

When: I: Jan. 11-13 III: Feb. 9-10
II: Jan. 26-27 IV: Feb. 23-24

Where: Texas Farm Bureau Conference Center
7410 Fish Pond Road, Waco, TX 76710

Why Should I Be Interested?

Profit and Risk. The political movement towards free trade throughout the world, coupled with changing farm program supports, have led to greater price volatility. These changes necessitate a renewed emphasis on marketing skills. Producers who understand market forces and alternative marketing techniques will have a clear advantage in the future.

A little improvement in marketing skills can mean a lot to a producer's bottom line. A commercial producer who increases his net price just 2.5 percent to 5 percent will increase net returns before taxes by \$10,000 to \$50,000 a year, depending on size of operation.

What Will be Taught?

The course, offering a range of topics aimed at enhancing marketing skills, will be approached from a real-world standpoint using numerous case-study examples and simulated problems. Subjects will include:

- Development and implementation of a marketing plan
- Basic and advanced marketing strategies
- Fundamental and technical analysis
- Marketing discipline
- Weather impact on market prices

Anyone who doesn't feel they are already at the intermediate to advanced level should attend the free futures and options leveling workshop being held on January 11, 2011, before the beginning of the Master Marketer Program.

Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas AgriLife Extension Service, numerous other universities and private industry. Their outstanding expertise and communication skills rank them among the best in the country.

What Do Previous Graduates Say?

- *This program could possibly be the difference in whether or not a producer survives in this business.* - **Richard Burger, Ochiltree County**
- *I knew coming into the Master Marketer Program that doing nothing with marketing doesn't work. Master Marketer training has given me the tools that our farm needs to maximize our earning potential.* - **Karen Pshigoda, Ochiltree County**
- *Best marketing strategy program I've ever been to.* - **Josh Freeman, Sherman County**
- *Expertise, experience, and knowledge. A great asset in all ag operations.* - **Billy Blankenship, Hansford County**
- *The most educational program available, especially considering the cost.* - **Dean Hauser, Sherman County**
- *An excellent program arming me with the knowledge to make intelligent decisions. Beneficial to producers of all ages.* - **Kyle Kemp, Hartley County**

How Do I Apply?

Complete the attached application and enclose a check for \$250 payable to account #222100-60025. Please send both by **January 3, 2011** to Jason Johnson, 1229 North US HWY 281, Stephenville, Texas 76401-8992.

If you would like to use a credit card and register over the Internet, please go to the following Internet address: <http://AgriLifeevents.tamu.edu>.

Since the Master Marketer Program involves intensive hands-on training, enrollment will be limited to 60 participants.

How Is This Program Funded?

Registration fees only pay for a small portion of the program cost. Grants from the Texas Corn Producers Board, Texas Farm Bureau, the Cotton State Support Committee, and Risk Management Agency/USDA make this program possible. Other significant contributors include the Texas Wheat Producers Association and area agribusinesses.

SESSION I: Review of Basics and Integration of Weather Risk

The first two-day session will concentrate on basic and intermediate marketing concepts to set the stage for the remaining sessions. Major topic areas covered include budgets/breakeven analysis, basis, marketing strategies, and development/implementation of marketing plans. The topic of weather risk and its impact on marketing will be a major focus of Session I.



Dr. Jason L. Johnson is an Associate Professor and Extension Economist based in Stephenville. Dr. Johnson's program emphasis includes farm and financial management, production economics, agribusiness management, and marketing.

Dr. Mark Welch is an Assistant Professor and Extension Economist-Grain marketing in the Department of Agricultural Economics at Texas A&M University. His research and Extension appointments are focused on the areas of risk management and market analysis.



Dr. S. Elwynn Taylor is an Extension Climatologist at Iowa State University. He is well known for his analysis of weather influence upon crop yields. He is widely recognized for his clear explanations of the complexities of long-term weather variability.

Before moving to Iowa in 1979, he was a meteorologist with the National Weather Service in Alabama. He has published more than 200 articles reporting his research in plant response to weather conditions.

Dr. Jackie G. Smith is a Professor and Extension Economist based in Lubbock. His areas of specialization include farm and ranch management and production economics, specifically focusing on marketing, budgeting, and computerized record keeping.



SESSION II: Crop Fundamentals, and Insurance Strategies

The topics of this session include grain and cotton fundamentals and crop and livestock insurance. Attendees will participate in a crop production and marketing simulation exercise that highlights the relationship between crop insurance and a marketing plan.



Dr. Robert N. Wisner is a Professor in Agricultural Economics, University of Tennessee. His program area includes grain and oilseed market analysis, international trade in grains and oilseeds, agricultural policy, and risk management.

Dr. John Robinson is a Professor of Agricultural Economics and Extension Economist-Cotton Marketing specialist at Texas A&M University in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.



Dr. Stephen H. Amosson is a Regents Fellow and Extension Economist-Management based in Amarillo. Dr. Amosson's program covers a wide area of emphasis, ranging from marketing, farm management, air quality and water policy.

Dr. G.A. (Art) Barnaby, Jr. is a Professor of Agricultural Economics at Kansas State University in Manhattan, Kansas. His program emphasis includes financial planning, government commodity programs, risk, and crop insurance. Dr. Barnaby has worked extensively with the private crop insurance industry, FCIC, and farm commodity groups on crop insurance issues.



SESSION III: Futures Markets, Technical Analysis, and Livestock Fundamentals

The topics of this session will explore the uses of technical analysis, especially in relation to the marketing plan. The instructor will use case studies to explain such techniques as chart formations, support/resistance, trends, moving averages, oscillators, and other tools to improve marketing timing. The second day of this session will discuss fundamental factors affecting cattle markets. Also presented is the nationally acclaimed "Packer/Feeder" game which increases understanding of market structure through the interaction of buyers and sellers.



Alan Brugler has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was DTN Director of Market Analysis and spent ten years as a research and commodity strategist. He has presented some 750 seminars on fundamental and technical market analysis methods, options, and market

outlooks in the U.S. and Canada.

Dr. David P. Anderson is a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. His research and Extension education activities are in livestock and food products marketing and policy, focusing on issues relevant to Texas livestock producers.



Stan J. Bevers is a Professor and Extension Economist based in Vernon. His current programming efforts are in ranch management and analysis, business planning, managerial accounting, and marketing.

Dr. Robert J. Hogan, Jr. is an Assistant Professor and Extension Economist in Fort Stockton. His responsibilities include presentation of economically related information and applied research in management, marketing, and policy as well as farm and ranch management, production economics, economic markets, and product marketing.



SESSION IV: Marketing Plans, Discipline, and Financial and Legal Issues

During this final session, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan. Also included is a discussion of important financial management strategies and legal issues key to farm and ranch survival. They will also learn how important a disciplined approach is in achieving their marketing goals.



Dr. Danny A. Klinefelter is a Professor of Agricultural Economics at Texas A&M University and Director of *The Executive Program for Agricultural Producers*. He serves as Executive Secretary for the Association of Agricultural Production Executives and is Executive Vice President of Klinefelter Farms, Inc., an Illinois family farm corporation. He is author of seven books on agricultural finance

and farm business management.

Dr. Wayne A. Hayenga is a Professor and Extension Specialist at Texas A&M University. Dr. Hayenga's program emphasis is in teaching and coordinating educational programs in estate and income tax management. In the past several years he has discussed estate planning and other legal topics with many professional organizations and business owner groups. He has also been involved in agricultural finance and other agribusiness educational programs. He was awarded the Faculty Distinguished Achievement Award from the Former Students Association of Texas A&M University.



Darrell D. Holaday is a private marketing/management consultant. Prior to his current position, he served as Manager of the Kansas Agricultural Marketing Association for Kansas Farm Bureau. He also directed the association's FB TAX and Accounting Service. While at Kansas Farm Bureau, Mr. Holaday developed educational programs on marketing and management; published *Market Sen\$e*, a weekly market information newsletter; and advised producers within Kansas Farm Bureau's individualized consulting service, Market Sentry.

Registration Form Master Marketer Program

Name: _____

Address: _____

Phone: _____ / _____

Fax: _____ / _____

E-Mail: _____

Please specify information about your operation:

Location (county): _____

Occupation: _____ Producer Other _____

Commodities produced

Crops (acres)

Corn _____

Wheat _____

Sorghum _____

Cotton _____

Other _____

Livestock (head)

Cow/Calf _____

Stocker _____

Sheep _____

Goats _____

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

Anyone who doesn't feel they are already at the intermediate to advanced level should attend the futures and options leveling workshop being held on January 11, 2011, before the beginning of the Master Marketer Program. There is no additional fee to attend the leveling workshop

How to apply for the Master Marketer Program: Registration fee is \$250 per person. **Fee(s) may be paid by check or money order. Please make payable to account #222100-60025.** Send payment with completed registration form to:

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