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 consists of 64 hours of intensive marketing training, focusing on feedgrains, cotton, livestock, and wheat.

When: I: Jan. 11-13  Ill: Feb. 9-10

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

What Could You Expect to Learn?

• Developing and implementing a marketing plan
• Basic and advanced marketing strategies
• Fundamental and technical analysis
• Marketing discipline
• Weather impact on market prices

Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas A&M University System, 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 Pahigoda, 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, Hансford 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

An excellent program arming me with the knowledge to make intelligent decisions. Beneficial to producers of all ages.

How Do I Apply?

Complete the attached application and enclose a check for $250 payable to account #222100-60025. Please send both by January 1, 2011 to Jason Johnson, 1229 North US HWY 281, Stephenville, Texas 76401-8992.

Sponsored by Texas AgriLife Extension Service, Texas Corn Producers Board, Cotton State Support Committee, Risk Management Agency/USDA and the Texas Wheat Producers Association. Other significant contributors include the Texas Agribusiness Polling Company and area agribusinesses.

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

The AgriLife Extension Program is 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.

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 topics covered include budget/breakeven analysis, basics, 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 emphases 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 a 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 responses 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. Aronson is a Regents Fellow and Extension Economist-Management based in Amarillo. Dr. Aronson’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.

Dr. Robert N. Wisner

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 market prices. 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 CTDN 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. Stephen H. Aronson

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 and retirement 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.

Dr. Wayne A. Hayenga

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 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. Danny A. Klinefelter

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

Dr. Robert J. Hogan, Jr.

Darrell D. Haladay 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 Services. While at Kansas Farm Bureau, Mr. Haladay developed educational programs on marketing and management; published Market Sense®, a weekly market information newsletter; and advised producers within Kansas Farm Bureau’s individualized consulting service, Market Sentry.

Darrell D. Haladay

SECTIONS OF THE FORM

Name: ____________________________

Address: __________________________

Phone: / __________________________

Fax: / __________________________

E-Mail: ____________________________

Location (county): __________________

Occupation: Producer Other

Commodities produced

Crops (acres) Livestock (head)

Wheat Cow/Calf

Cotton Stocker

Sheep Goats

Other

Commodities produced

Wheat

Cotton

Sheep

Other

Current Marketing Tools:

Check/Debit

Credit Card

Electronic Funds Transfer

Registration Fee(s) may be paid by check or money order. Please make payable to account #222100-60025. Send payment with completed registration form to:

1229 North US HWY 281
Stephenville, Texas 76401-8992

If you would like to use a credit card and register on line, please go to: http://AgLifeevents.tamu.edu

Registrations will be accepted for up to 60 participants or until January 3, 2011

For any marketing tools you do 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. Pay(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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