Master Marketer Highlights
2015 Amarillo Master Marketer Course

The 2015 Master Marketer Program is coming soon to Amarillo, TX (Texas A&M AgriLife Research and Extension Center, 6500 West Amarillo Boulevard). For those interested in this year’s program, dates include: January 20 - Leveling Workshop; January 21 & 22 – Session I; February 4 & 5 – Session II; February 18 & 19 – Session III; and March 2 & 3 – Session IV.

The Master Marketer Program consists of 64 hours of intensive marketing and risk management education in opportunities enabling Texas producers the possibility to improve their bottom line. Sessions are taught at a highly applied level while combining creative teaching and learning concepts to get successful results. Sessions are taught by some of the best speakers concerning topics involving weather, crop insurance strategies, financial management, futures markets, technical analysis, marketing plans, legal issues, and grain, cotton, and livestock fundamentals.

A special thank you to all our sponsors for their continued support in making this program a success: Texas Corn Producers, Texas Farm Bureau, Cotton-Texas State Support Committee, Texas Grain Sorghum Producers Board, Texas Wheat Producers Board, and Texas A&M AgriLife Extension Service.

Pre-registration is available to the first 60 participants and is required by January 10. The $340 registration fee includes noon meals and educational materials and is available to be paid online at https://agriliferegister.tamu.edu/AgEco or by phone at (979) 845-2604.

More information can be found at http://mastermarketer.tamu.edu/ and http://agecoext.tamu.edu/files/2014/09/Brochure.pdf or by contacting Mark Welch, at (979) 845-8011.

Scenes of the Census - Texas Agriculture as it Changes

As we celebrate the 100th Anniversary of the national Cooperative Extension Service, we also celebrate the 20th Anniversary of Master Marketer with the 2015 Amarillo Program. Master Marketer began in 1996 in an era of major changes in U.S. farm policy. Gone were price support programs and acreage allotments. Farmers were given the freedom to plant whatever crop they wanted (except fruits and vegetables) in a new era of production flexibility and market oriented decision making. The 2015 Master Marketer program is taking place in a similar environment: the Agricultural Act of 2014, the new Farm Bill, eliminated direct payments and countercyclical payments. In their place are new commodity program and expanded crop insurance policies—all centered around producer choice and risk management preferences.

We’ve all witnessed the ups and downs and highs and lows of prices, rainfall, production numbers, and government regulations over the last two decades. But somehow through all of this, Texas remains in the top of the National food and fiber system. In tracking the growth and changes of Texas Agriculture, we’ve highlighted the dynamics surrounding Texas commodities in order to share the significance our producers play in this great state.

Delving into the statistics behind Texas agriculture gives a “behind-the-scenes” explanation as to why we are seeing the occurring trends. Such indicators are imperative in justifying the advantages of expanding an operation while others choose to downsize. The shift in what’s being planted, what exact expenses are increasing in inputs, how the demographics of producers profiles has changed and who has access to what, including internet access, off-farm income, and multi-generational farming all provide a starting point in analyzing the initial census data.

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Saying Goodbye to a Friend and a Legend
Renowned Aggie Economist Dr. Carl Anderson Dies at 83,
By Blair Fannin, in a “Special” to The Eagle

Dr. Carl Anderson, considered by his peers as Texas’ leading authority on cotton marketing and one of the nation’s top analysts in the industry, passed away on August 30th. He was 83.

Visitation was at Memorial Funeral Chapel in Bryan with services on September 3 at First United Methodist Church in Bryan. Prior to services, burial was held at the Aggie Field of Honor in College Station. In lieu of flowers, donations may be made to the Carl G. Anderson Graduate Assistantship in Agricultural Economics in care of the Texas A&M Foundation at agecon.tamu.edu.

Anderson, Texas A&M AgriLife Extension Service specialist emeritus and agricultural economics professor, served the Texas A&M University System for 36 years. He retired in 2004, but continued cotton marketing education efforts, working with the department of agricultural economics at A&M and AgriLife Extension. Thirty years of his A&M System service was as the leader of extension education to help cotton farmers successfully market their crops and manage risk.

“Dr. Carl Anderson was an icon in the cotton industry,” said Parr Rosson, head of the department of agricultural economics at Texas A&M, College Station. “Though retired for the past 10 years, Dr. Anderson was highly active, conducting numerous educational programs and research activities. His contributions to the Texas cotton industry and AgriLife Extension are unparalleled,” Rosson said.

Mark Waller, AgriLife Extension economics program leader in College Station, said that throughout Anderson’s career he strove to improve the lives of Texas farmers and ranchers by providing the best economic analysis and information available through newsletters, farm press publications, applied research and educational presentations. “His leadership, tireless commitment to quality and his reputation as a cotton marketing specialist earned the admiration of his extension counterparts and cotton industry professionals across the South,” Waller said. “He will be missed.”

Anderson’s many achievements included induction into the department’s Tyrus R. Timm Honor Registry, which recognizes distinguished alumni, as well as receiving the Texas A&M College of Agriculture and Life Sciences Outstanding Alumni award, Rosson said.

Anderson grew up in Taylor during the Great Depression. “I had to hoe Johnson grass and pick cotton. That was hot, hard work,” Anderson recalled during a 2004 interview prior to his retirement. “I said to myself, ‘this thinking part is pretty easy.’” Anderson said that, while working on the family farm, he saw a need for better marketing strategies for agricultural commodities --- particularly cotton. “I thought one of the weaknesses was marketing,” said Anderson, who credited the GI Bill for allowing him to attend college. “You can work hard, and a farm takes hard work, but you’ve got to handle your operation as a business.”

Anderson earned his bachelor’s degree in agricultural economics from Texas A&M in 1958, following service in the Army. He went on to earn his master’s at Louisiana State University in 1960 and his doctorate at Texas A&M in 1969.

In the 1970s, as a senior economist with the Federal Reserve Bank of Dallas, he developed price risk management programs for cattle feedlot owners. Texas’ cattle feeding industry was also in the beginning stages and state officials were concerned about how much money it would take to set up the infrastructure and financing.
Farm Assistance Update

Steven Klose,
Professor and Extension Risk Management Specialist,
Department of Agricultural Economics,
Texas A&M University

The FARM Assistance program has, since our inception, been close partners with the Agricultural and Food Policy Center (AFPC) at Texas A&M University. We want to highlight a valuable new policy/management tool developed by the AFPC in partnership with USDA. This new online decision aid is designed to help individuals with the complex choices related to the 2014 farm bill. As a part of the new farm bill, producers have the opportunity to update program yields and reallocate base acres. They will also have to choose between two different safety net programs: ARC (Agricultural Risk Coverage) and PLC (Price Loss Coverage).

If you've seen any of the details, you recognize that nothing about these choices will be simple. We have found very few "rules of thumb" when it comes to the best options for Texas producers. In fact, many producers may find the best choice is different by crop and by farm depending on each unique combination of base acres, program yields, and planting intentions for the future. In addition, the 2014 farm bill choices interact with your crop insurance decisions like never before. The decision aid (available online at: http://usda.afpc.tamu.edu/ ) has several components to help with each of these decisions, and coming soon is a component to analyze crop insurance choices as well.

While you have some time on making these decisions, it is not too early to set up an account with the decision aid and start entering your farm data. Your data is saved with your login information, so you only need to enter data once and you can return to analyze your data any time. The system is user friendly with easy-to-follow help, check it out today.

Choice Website

Emmy Williams,
Extension Specialist,
Department of Agricultural Economics,
Texas A&M University

http://agrilife.org/extension100/category/14-in-14/

14 in '14: Celebrating Extension's Past, Present, and Future in Texas and Beyond: 2014 marks the 100th Anniversary of the passing of the Smith-Lever Act. This milestone celebrates the legislation which officially created the national Cooperative Extension System. Looking back over a century of accomplishments, Texas A&M AgriLife Extension Service has noted highlights featuring articles about the people, programs, history and ideas who have impacted Texas. Throughout this year, Leadership Programs, Urban and Rural Extension, Better Living for Texas, Energy, the Smith-Lever Centennial, Agency Directors, Grand Challenges, and Innovative Programs have been highlighted with additional topics coming to the centennial website throughout the remainder of the year.

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<tbody>
<tr>
<td>Total Number of Farms</td>
<td>228,173</td>
<td>228,926</td>
<td>247,737</td>
<td>248,809</td>
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<tr>
<td>Land Area per Farm (Acres)</td>
<td>587</td>
<td>567</td>
<td>527</td>
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<td>Value of Agricultural Products Sold per Farm ($)</td>
<td>$61,427</td>
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<td>Estimated Market Value of Land and Buildings per Acre ($)</td>
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<td>$768</td>
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<td>Estimated Market Value of Machinery and Equipment per Farm ($)</td>
<td>$37,795</td>
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<td>$64,350</td>
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<td>Farms Organized as Family or Individual Operations (% of Total)</td>
<td>88.5%</td>
<td>91.9%</td>
<td>88.2%</td>
<td>89.5%</td>
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<td>Principal Operator Worked Off-Farm 200 Days or More (% of Total)</td>
<td>31.1%</td>
<td>28.5%</td>
<td>28.3%</td>
<td>29.3%</td>
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<td>Principal Operator Listed Primary Occupation as Farming (% of Total)</td>
<td>40.4%</td>
<td>53.6%</td>
<td>39.9%</td>
<td>42.1%</td>
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<td>Average Age of Principal Operator (Years)</td>
<td>56.0</td>
<td>56.9</td>
<td>58.9</td>
<td>60.1</td>
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References: Census of Agriculture, National Agricultural Statistics Service.
