

# Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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## Master Marketer Highlights

### 2011 Waco Master Marketer Program

During the summer of 2010, the 2½-year post evaluation survey was conducted of the 2008 Master Marketer Program, held in Vernon. 26 surveys were completed out of 49 mailed, a return rate of 53%. The Vernon results were consistent with the findings of previous Master Marketer classes: increase in the use of a marketing plan, increased use of budgets to set pricing objectives, increased knowledge of marketing tools, and an increase in gross farm income.

Since its beginning in 1996, Master Marketer has graduated over 900 producers and agribusiness professionals who report an average annual increase in gross receipts of \$35,779. Overall, participants have rated the educational quality of the Master Marketer Program 6.44 on a scale from 1 to 7. For more information concerning Producer Returns and the Economic Impacts gained from the Master Marketer Program, please visit <http://agecoext.tamu.edu/programs/marketing/master-marketer-program/impacts-producer-returns.html>

Plans are now under way for the 23rd Master Marketer to be held in Waco, Texas beginning January 11, 2011. In addition to Texas Agrilife Extension Specialists, the program features:



Climatologist **Dr. Elwynn Taylor**. Dr. Taylor 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. Robert N. Wisner**, a University Professor, Coles Professor of International Agriculture, and Extension Economist in Grain Marketing and Outlook, Department of Economics, Iowa State University. His program area includes grain and oilseed market analysis, international trade in grains and oilseeds, agricultural policy, and risk management.



**Alan Brugler**, 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. G.A. (Art) Barnaby, Jr.**, 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.



**Darrell D. Holaday**, 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 Sense, a weekly market information newsletter; and advised producers within Kansas Farm Bureau's individualized consulting service, Market Sentry.

Dr. Jason L. Johnson, Extension Economist at the Texas A&M Research and Extension Center in Stephenville, is coordinating the 2011 Master Marketer program. It is scheduled to run January through February of 2011 at the Texas Farm Bureau Conference Center, 7410 Fish Pond Road, in Waco. The specific dates for the program sessions are: Leveling Workshop, January 11; Session I, January 12-13; Session II, January 26-27; Session III, February 9-10; and Session IV, February 23-24.

More about the upcoming Master Marketer Program can be found online at <http://agecoext.tamu.edu/programs/marketing/master-marketer-program/program-calendar.html> A brochure (pdf) can be downloaded from [http://agecoext.tamu.edu/fileadmin/Master\\_Marketer/Workshops/Waco2011.pdf](http://agecoext.tamu.edu/fileadmin/Master_Marketer/Workshops/Waco2011.pdf) There is a \$250 registration fee per person and enrollment is limited to 60 participants or until January 3, 2011. If you would like to use a credit card and register on line, please visit <http://AgriLifeEvents.tamu.edu> For additional information and registration, contact Dr. Johnson at [JLJohnson@ag.tamu.edu](mailto:JLJohnson@ag.tamu.edu) or 254-968-4144.

### Extension Economist Wins Forecasting Award

Each year during July, a national survey of Agricultural Economics Extension Economists is conducted to generate forecast estimates of crop and livestock prices and general economic indicators. During the Extension Outlook Session of the Agricultural and Applied Economics Association (AAEA) annual meeting in late July, awards are given to the most accurate forecasters from the previous year's survey. This summer **Dr. J. Mark Welch** was recognized as the Premier Forecaster in the "General Economics" category for 2009-2010. This is especially noteworthy since Dr. Welch won the Premier Forecaster Award in the "Grain" category last year.

## Producer Profile

### **Ben Scholz, President/CEO**

Producers Compress, Inc.

B Scholz Farms

Ben Scholz grew up on a small farm in Wylie, Texas with the determination to return after college. He attended East Texas State University (now known as Texas A&M-Commerce) and earned a Bachelor's Degree in Agricultural Technology, broad field agriculture, in 1969. After declining a management position in a fertilizer plant with American Cyanamid Chemical Company, he returned to the farm and began farming with his father and grandfather in 1970. Farming continued as a partnership with his father until around 1985, when his father retired. Since then, Ben farms with his wife, Beth, forming a partnership under the name "B Scholz Farms". Together, they have raised four children, 3 girls and 1 boy, all of which have helped on the farm while living at home. Their one son continued to help with the farm until he graduated from college and is currently working for an agricultural supply company.

Ben notes a lot of change has occurred since the beginning, including the changes in cropping patterns and cattle operations. Wylie is located 30 miles from the downtown area of Dallas and, since 1970, Wylie has changed from a small rural community to a bedroom community of a large metropolitan area. Farms were once concentrated in five to twelve miles from each other now cross over to the next county, up to twenty-five miles apart. Cropping patterns have changed from cotton, feed grains, and small grains with the elimination of cotton today. Cattle operations are smaller as urban development and cattle are not compatible.

Some changes began occurring in the early 1980s. Always having an interest to manage, records were initially kept electronically by a Certified Public Accountant. This was an attempt to improve and easily track enterprise analysis. In the later 1980s, records began to be kept at the home office on a personal computer. Anytime AgriLife Extension offered information concerning electronic record keeping and market analysis, Scholz would try to attend. The introduction to the electronic world has been a valuable tool for Scholz in making informed decisions in production and marketing. Today, in an effort to improve the bottom line, commodity trading has proven a more important part for the year's business.

Another notable change that has occurred in recent years has been the shift to a minimum or no-till cropping system. Engaging into this type of operation management was a needed factor in reduction of farm equipment transportation and production in and out of urban locations. This has also dramatically reduced the number of operation hours for labor and equipment, freeing up management into other activities. An additional change includes now planting as many acres as possible in a single location with a two or three crop mix of corn, wheat, and soybeans. To date, this efficiency has not shown a negative effect on Scholz's production.

The biggest influence on Ben Scholz's career has been the good fortune of contacts through various organizations. He notes leadership in any industry is important and that it has been a privilege to have been in so many leadership positions from the early days of college to various farm groups today. Ben quotes, "Contacts in group sessions, meetings, conferences, etc. are a tremendous learning tool and resource to finding answers and ideas."

To better describe Scholz's off-farm activities, a portion of his time since 1999 has been spent as the general manager of a warehousing company, Producers Compress of McKinney. Producers Compress is in business to provide cotton storage from the gin to preparation for shipment to the textile mill. The warehouse facilities are also leased to other companies for manufacturing purposes, wholesale sales, dry storage, etc. Ben Scholz's average work day is divided between both the farm and warehouse.

Currently, the organizations Scholz is most involved are the Texas Wheat Producers Board, Cereal Crops Research Incorporated (regional advisory board of producers), Collin County Farm Bureau board, Collin County Soil and Water Conservation District board and Cotton Growers Warehouse Association board. Through these various organizations, he attempts to influence those that promote agriculture. He is also involved with Texas A&M-Commerce, on the university level, helping develop educational programs and scholarships. Continued on Page 3.

## Farm Assistance Update

**Jonathan Baros,**

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



The end of summer is near in Texas, and you know what that means, football and new price projections! Here at FARM Assistance we are gearing up to create our 10-year price projections

starting with the year 2011. This gives us the most up to date information available to better project your current operation 10 years into the future. While you are finishing up this year's harvest, consider setting aside some time to have one of our Specialists create an analysis for you.

This year, FARM Assistance has been recognized by our peers as an outstanding program. The hard work and dedication the FARM Assistance team has displayed in helping Texas producers has once again been noticed. In February, the Southern Agricultural Economics Association (SAEA) awarded FARM Assistance with the Distinguished Extension Program Team Award. In July, the foremost association for our profession, the Agricultural and Applied Economics Association (AAEA), recognized FARM Assistance with the Distinguished Extension/Outreach Program Award. FARM Assistance thanks both associations for their recognition in our efforts to help producers state wide.

If you are interested in having an analysis of your operation, please don't hesitate to contact us. Call us toll free at 1-877-TAMRISK (826-7475) or find us online at <http://farmassistance.tamu.edu>

## Choice Website

**Daniel Hanselka,**

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Texas A&M University

<http://www.noaa.gov/>

The National Oceanic and Atmospheric Administration (NOAA) provides leadership and educational information to planners, emergency officials, general public, and other decision makers.

The NOAA website provides a wide array of weather and climate-related data, information, maps, and publications pertaining to environmental and scientific matters in the U.S. and the world. The information and data includes: 1) weather forecasts, 2) severe weather warnings, 3) climate monitoring, 4) fisheries management, 5) coastal restoration, and 6) marine industry. Areas of particular interest include the drought information center and the climate prediction center.

The drought information center contains data, maps, and publications pertaining to drought and climate conditions in the U.S. and the world. In particular, the site provides links to various drought and soil moisture monitoring maps and indexes.

The climate prediction center (CPC) contains seasonal climate outlook maps relating to growing degree days, drought, and soil moisture and ultraviolet (UV) radiation outlook indexes. Also, the CPC provides technical discussions and charts examining the el nino and la nina cyclical patterns as it relates to U.S. seasonal precipitation and temperature outlook.

### Producer Profile, Continued from Page 2

Today, Ben Scholz's world is a mixture of farming, managing a warehousing company, participating in various farm organizations, contributing time as an alumnus to his university, and finding enough time for his family. Challenges are a part of the world of agriculture and life itself. Scholz believes the best thing that has ever happened to him has been given the 'opportunity to accept'. "Stepping out to meet the unknown makes all of us reluctant to say yes and in most cases that is all we need to do to see the positive effects of doing so."



*Improving Lives. Improving Texas.*



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If you would like to receive this newsletter by mail,  
or have any other questions about the Master Marketer system,  
please write Emmy Williams at [elwilliams@ag.tamu.edu](mailto:elwilliams@ag.tamu.edu) or call 979-845-8011.

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

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