

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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Master Marketer Highlights

2012 Master Marketer Program

The 2012 Master Marketer Program will be held in Plainview, Texas at the Museum of the Llano Estacado (1900 West 7th Street) on the campus of Wayland Baptist University. The program will kick off on January 17 with a free futures and options leveling workshop for those who don't feel they are at the intermediate to advanced level. The beginning of the 64-hour Master Marketer Program will have sessions January 18-19, February 1-2, February 15-16, and February 29-March 1.

A brochure can be found on the Master Marketer website at http://agecoext.tamu.edu/fileadmin/Master_Marketer/Workshops/Plainview2012.pdf and registration is available online at <https://agriliferegister.tamu.edu>. Registrations will be accepted for up to 60 participants or until January 9, 2012. For questions or additional information, contact Jackie Smith (806-746-6101; jgsmith@ag.tamu.edu) or Mark Welch at (979-845-8011; jmwelch@ag.tamu.edu).

Results are In...

A 2.5 year post evaluation of the participants in the 2009 Master Marketer Program, held January through March in San Angelo, was conducted over the summer of 2011. 21 surveys were completed out of 37 mailed, a return rate of 57%. Master Marketer Education had an average individual economic impact of \$18,343 or 2.1% of gross farm income for the San Angelo 2009 Class. Overall, participants rated the educational quality of the Master Marketer Program 6.35 on a scale from 1 to 7.

From the completed and returned surveys, the average age was 50 with more than two-thirds of the participants farming as a sole proprietorship as compared to a partnership, corporation, estate, or trust. Prior to attending the Master Marketer Program, 48% of the producers had a marketing plan and since completing the course, 89% of the class was using a marketing plan. 84% of the participants said they were currently using market fundamentals in developing their personal market outlook and before taking the Master Marketer Course, only 41% of the class was doing such. 82% of the program graduates claimed knowing when to use forward cash contracting, and before the class began, just 40% percent knew when to use this tool.

Market Maker is coming to Texas

Not to be confused with the Master Marketer Program, a program called Market Maker is coming to Texas. Market Maker began in 2004 through the University of Illinois Extension, and the site is now one of the largest collections of food industry related data in the country. It serves as an interactive mapping system linking food industries and agricultural markets, connecting producers and consumers. Currently, Market Maker is located in 17 states with Texas and Alabama "in-progress" to be the next states fully engaged in this partnership. More information on Market Maker can be found online at <http://national.marketmaker.uiuc.edu/index.php>

Texas' initial sponsorship comes from a multi-year Grant from the Gulf States Marine Fisheries Commission. Texas AgriLife Extension Service/Sea Grant faculty and staff are developing publications, workshops, and other outreach materials/efforts to help industry participants register and get business data entered into participant profiles. The training effort will initially start in the Gulf Coast region and concentrate on the seafood industry. Pre-Registration for Texas is available at http://register.marketmaker.uiuc.edu/main/coming_soon/food/48. As quoted from a producer and participant of the Market Maker Program, "MarketMaker allows producers to market their products free of charge. How can you beat free advertising? Producers who lack the money or expertise to develop a website will definitely benefit from this free service."

Welch Wins Forecasting Awards

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. Mark Welch, Texas AgriLife Extension Economist-Grain Marketing, was recognized as the Premier Forecaster in both the "Crop Production and Prices", and the "General Economics" categories for 2010-2011. This is especially noteworthy since Dr. Welch won Premier Forecaster Awards in the "Grain" category for 2008-2009, and the "General Economics" category for 2009-2010.



Guest Column
Kay Ledbetter,
Communication's Specialist,
Texas AgriLife Extension Service,
Texas A&M University

As hundreds of homes have been completely destroyed in recent wildfires and many more sustained smoke damage, Texas AgriLife Extension Service is trying to help homeowners address "What next?"

AgriLife Extension provides Texans and others with free, objective, research-based information to help with emergency and disaster preparation and recovery, according to Dr. Joyce Cavanagh, AgriLife Extension family economics specialist in College Station. The information is available through two websites and through agency personnel in county offices throughout the state.

The Texas Extension Disaster Education Network, or Texas EDEN, at <http://texashelp.tamu.edu> contains information and materials relating to specific disasters, such as the recent wildfires and information on disaster preparation and recovery. The AgriLife Bookstore website at <http://agrilifebookstore.org> contains a variety of emergency and disaster-related topics, including general preparedness, first aid, home, property and financial recovery.

Replacing Personal Documents After a Disaster and How to Remove Smoke Smell from a Home are examples of the links and information that can be found on the site. Most materials can be downloaded and printed free of charge, and several are also available in Spanish.

Cavanagh said a number of safety issues also arise when returning to a home or business after a disaster, including possible structural damage, damage to electrical wires or gas lines, and the risk of contaminated water. "After surviving a disaster, people should also be aware of the new dangers that crop up and take the necessary safety measures to ensure they survive the recovery phase too," she said.

"As people return to their homes, their primary concern should be for their own safety and that of other family members," Cavanagh said. "Listen to the authorities in the affected area and do not return home until they say it's safe to do so." Once it's safe to return, she said, bring supplies and wear clothing that will help sustain personal health and safety. She suggested taking a multi-use fire extinguisher, plenty of bottled water and a first-aid kit, and wear sturdy shoes with thick, preferably non-rubber soles, a long-sleeved shirt, long pants and work gloves.

"Those with property damage need to contact their insurance company, take photos of the damage and begin an inventory of damaged personal possessions for insurance purposes, then they can make temporary repairs to prevent further damage," Cavanagh said. "Retain receipts for any supplies purchased for temporary repairs, as some or all of these costs may be reimbursed by homeowners insurance."

She added that during the recovery process, it's also a good idea to keep a 'communications log' of any conversations with the insurance company, local authorities and contractors or others providing home repairs in order to keep track of expected repair dates, estimated costs and specific actions to be taken or work to be done.

Cavanagh said the Texas Department of Insurance has offered guidance regarding insurance claims to Texans affected by wildfires. That information can be found at: <http://www.tdi.texas.gov/news/2011/news201130.html>

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Choice Website

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<http://basis.tamu.edu>

- Provides updated weekly coverage of Texas grain price and basis data since 2000 and accessible via the internet.
- Source for grain elevators and producers to track pricing patterns throughout the year and download the data into a spreadsheet or view in graph.
- Also houses data from the Texas Grain Report since 1976.

The cash grain prices found online at <http://basis.tamu.edu/> are Thursday prices provided by participating elevators in different marketing regions in Texas. Data for certain regions (North of the Canadian River, Triangle Area, South of the Line from Plainview to Muleshoe, and Houston Port) is collected and provided by the Agricultural Marketing Service (USDA). Prices posted are an average of at least three reporting elevators. Given the seasonal nature of grain sales, not all elevators report sales each week.

Your Help is Needed We strive to have complete coverage of price data throughout the state and are continuously seeking grain handlers to provide prices for this program. If you would like to participate or have any suggestions, please contact Emmy Williams at 979-845-8011 or emmywilliams@tamu.edu

Farm Assistance Update

Steven Klose,
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The FARM Assistance program has been conducting financial planning services across the state for the past 14 years conducting well over 1600 farm analyses. For the first time in that 14 years we have recently had to reevaluate our fee structure, and have decided to implement an increase from our long standing \$250 fee. Starting this summer our fee has changed to \$400, and we continue to offer a half price fee for repeating clients.

Our financial planning service remains an incredible bargain. In fact our client evaluations suggest they expect a \$22,363 annual benefit from their participation. Repeated client feedback points to three highly valued benefits of the FARM Assistance analysis. First is the ability to evaluate the general financial outlook for their operation, answering the question: "Am I headed in the right direction?" Second is the ability to compare the likely outcomes of significant changes to their operation. And finally, many people describe an improved ability to communicate with managing partners, spouses, family, bankers, etc.

With incredible uncertainty in agricultural markets, and the difficult task of rebuilding out of the severe drought, now is a critical time to evaluate your financial future. The FARM Assistance program is designed to you help you sort through the consequences of the management options you face, and to keep a careful eye on the financial road ahead. Give us a call at 1-877-TAMRISK or check us out at www.farmassistance.tamu.edu

Thank you to the following sponsors for thier support in the Master Marketer Program:





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If you would like to receive this newsletter by email,
or have any other questions about the Master Marketer system,
please write Emmy Williams at emmywilliams@tamu.edu

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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