

Supporting Business through Extension Programs

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Cooperative Management Letter
is funded through the Roy B. Davis Professorship in Agricultural Cooperation at Texas A&M University.
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COOPERATIVE MANAGEMENT PROGRAM

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The Agricultural Economics Extension Program Group provides various educational programs supporting rural and agricultural businesses.

Mistakes and “holes” in business practices can prove costly. AgriLife Extension economists offer a variety of programs that may help to fill those gaps and give rural business owners greater knowledge and confidence in their abilities to manage, direct, or lead.

For the cooperative business, knowledgeable members, directors, and managers are key to business survival. Agricultural Economics Extension provides educational support for community development, international business, management and marketing, and agricultural policy.

Roy B. Davis Cooperative Management Program

The Roy B. Davis Cooperative Management program chaired by Dr. John Park. The program primarily supports agricultural producers through:

- Cooperative business formation
- Business feasibility
- Strategic planning
- Management training
- Leadership development

The Roy B. Davis Cooperative Management Program provides educational materials directed toward cooperative managers and directors.

CONTACT

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Master Marketer

The Master Marketer program trains agricultural producers in marketing techniques, marketing plans, technical analysis, futures and options, and other skills needed for commodity marketing. It teaches producers how to use and incorporate these advanced marketing skills into their business operations.

The program is a 64-hour, 8-day course spread out over a two-month period. After more than 20 trainings, post-tests indicate that program participants have increased their returns on average by over \$35,000 annually. Participants receive more than just financial benefits. Producers that report adopting a marketing plan experience an average increase of 71% in their confidence and willingness to use marketing tools.

CONTACT

Dr. Mark Welch (979) 845-8011
<http://mastermarketer.tamu.edu/>

Advanced Topic Series

The Advanced Topic Series (ATS) are one and two-day short courses that provide in-depth coverage of the topics found in the Master Marketer program. Like the Master Marketer program, the ATS were created to enhance producers' risk management skills and improve their profitability. Past ATS programs have focused on developing a marketing plan for feedgrains, crop insurance and risk management decisions, developing

and working a technically based marketing plan, identifying weather risk, and advanced marketing tools and strategies for producers.

CONTACT

Dr. Stephen Amosson (806) 677-5600
<http://agecoext.tamu.edu/programs/marketing/master-marketer-program/advanced-topic-series.html>

FARM Assistance

The FARM Assistance program is part of AgriLife Extension's Risk Management Program. It aids farmers and ranchers by meeting with them individually to construct a sound, statistically-based strategic financial analysis that includes diversification strategies when possible. Producers use the analysis to make informed financial decisions concerning the future of their operation. The data gathered through their analyses provide an insight into the agricultural industry and enables FARM Assistance to conduct research to help industry groups, policymakers, and individuals recognize industry trends and assess expected producer returns.

CONTACT

Dr. Steven L. Klose (877) 826-7475
<http://farmassistance.tamu.edu/>

Standard Performance Analysis

The Beef Cattle Standard Performance Analysis (SPA) was initiated by the National Cattlemen's Beef Association. SPA is designed to help cattle producers of any size lower their production costs and improve efficiency in production and marketing. With the help of Extension faculty, participants complete an in-depth financial and production analysis of their herd and identify areas of weaknesses and vulnerability. By discovering their problem areas, producers gain a greater advantage in achieving their production goals. Currently the SPA database houses data for over 350,000 cows from over 500 herds in Texas, Oklahoma, and New Mexico, giving the Economics Extension program group a strong reputation for leading the U.S. in SPA analyses.

CONTACT

Stan Bevers (940) 552-9941
<http://agecoext.tamu.edu/programs/management/beef-cattle-spa.html>

TEPAP

The Executive Program for Agricultural Producers (TEPAP) trains producers on advanced agribusiness skills such as international business development, niche market evaluation, analyzing and forecasting financial positions, personnel management, and negotiation. The program sessions include classroom time with prominent agricultural economists and agribusiness specialists who participate in large-scale farming and ranching operations. Classmates in the week-long program include some of the leading producers in the country and from around the world.

CONTACT

Dr. Danny Klinefelter (979) 845-7171
<http://tepap.tamu.edu/>

Ranch Estate Planning Seminar

Dr. Wayne Hayenga, Professor Emeritus and Extension Specialist, conducts a yearly two-day Ranch Estate Planning Seminar that provides participants information on tax and estate planning matters that affect families and agricultural businesses. The seminar discusses estate administration and tax reporting requirements for the surviving spouse and is useful to potential executors and trustees. Along with wills, living trusts, and estate taxes, topics include healthy ranch operations, special-use land valuation, and use of corporations and partnerships.

Wayne is a member of the Texas Bar Association, the American Bar Association, and the American Agricultural Law Association. He schedules similar seminars throughout the year upon request. He brings to attention important estate matters that are often overlooked.

CONTACT

Dr. Wayne Hanyenga (979) 845-2226
<http://agecon2.tamu.edu/people/faculty/hayenga-wayne/>

Community and Economic Development

The stated mission of the Community and Economic Development (CED) program of Texas AgriLife Extension is to support "the development of individual abilities and community support for creating and growing business, jobs, wealth and income." CED offers programs in

various formats that assist individuals, communities, businesses, towns, elected officials, volunteers and others in reaching their goals. Programs cover various topics including:

- Business retention and expansion,
- Community development,
- Cooperative business support,
- Disaster preparedness,
- Economic and business development,
- Leadership, and
- Nature tourism

CONTACT

Dr. Roland Smith (979) 862-3932

<http://communities.tamu.edu>

We're in this for you...

The Agricultural Economics Extension Program Group is proud to provide relevant economic training and analysis to help Texas producers and their communities thrive. If your organization has special training needs that are not highlighted here, please contact us. Our experts are ready to assist you in developing new programs that meet your individual needs.