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

Answer Inside

Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas A&M AgriLife Extension Service, 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, Cochran 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 Pshigoda, Cochran 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, Hidalgo 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

How Do I Register?

Register online at: https://agriliferegister.tamu.edu, keyword search: Master Marketer.

Who Will Be the Instructors?

Dr. Stephen H. Amosson is a Regents Professor and Extension Economist-Management based in Amarillo. Dr. Amosson’s program covers a wide area of emphasis, ranging from marketing and alternative irrigation systems to waste management/water quality.

Dr. Wayne A. Hayenga is a Professor Emeritus, Economist, and Attorney in the Department of Agricultural Economics at Texas A&M University. Dr. Hayenga’s program emphasis is in educational programs in estate and income tax management. In the past several years he has discussed estate planning and legal topics with many professional organizations and business groups.

LEVELING WORKSHOP: The Basics of Futures and Options Markets

Anyone who feels they are not at the intermediate to advanced level should attend the free futures and options leveling workshop held on September 17, 2013, before Session I of the Master Marketer Program.

SESSION I: Review of Market Basics and Legal Issues

The first two-day sessions will concentrate on basic and intermediate marketing concepts to set the stage for the remaining sessions. Major topic areas covered include seasonality, budgets/breakeven analysis, basis, marketing strategies, and development/implementation of marketing plans. Also included is a discussion of important legal issues key to farm and ranch survival.

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. Myatt Freeman is a Regent 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.
SESSION II: Technical Analysis and Crop Insurance Strategies

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 feature a cotton and grain marketing simulation exercise. Specific strategies for cotton marketing will be a key focus.

Dr. S. Elwynn Taylor is an Extension 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 response to weather conditions.

Dr. John Robinson is a Professor of Agricultural Economics and Extension Economist-Cotton at Texas A&M University. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.


The topics of this session include weather risk, grain fundamentals, cotton fundamentals, and financial management. The first day of this session will discuss the weather as well as grains and cotton fundamentals. The second day of this session will feature a cotton and grain marketing simulation exercise. Specific strategies for cotton marketing will be a key focus.

Dr. Robert N. Wisner is a Professor in Agricultural Economics, University of Tennessee. His program area includes grain and oilseed market analysis, international and domestic trade in grains and oilseeds, agricultural policy, and risk management.

Dr. Robert J. Hogan, Jr. is an Assistant Professor and Extension Economist in Fort Stockton. His responsibilities include applied research in management, marketing, policy, and production economics.

SESSION IV: Livestock Fundamentals, Marketing Plans, and Discipline

During this final session, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan. They will also learn what important a disciplined approach is in achieving their marketing goals. Attendees will participate in the nationally acclaimed "Packer/Feeder" game which increases understanding of market structure through the interaction of buyers and sellers.

Dr. David P. Anderson is a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. His research and Extension education activities are in livestock and food products marketing and policy, focusing on issues relevant to Texas livestock producers.

Darrell D. Holaday is a private marketing/management consultant. He has served as Manager of the Kansas Agricultural Marketing Association where he 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.

Stan J. Bevers is a Professor and Extension Economist based in Vernon. His current programming efforts are in ranch management and analysis, business planning, managerial accounting, and marketing.

For questions or additional information, contact Mark Welch at (979-845-8011; jmwelch@tamu.edu).

Texas A&M AgriLife Extension Conference Services
College Station, Texas 77843-2139
Phone: 979-845-2604
Fax: 979-862-4511

Registrations will be accepted for up to 60 participants or until September 10, 2013