Who Will Be the Instructors? Master Marketer Program instructors come from the faculty of the Texas Cooperative Extension, numerous other universities and private industry. Their outstanding expertise and communication skills rank them among the best in the country.

Do I Qualify? Since the Master Marketer Program involves intensive hands-on training, enrollment will be limited to 60 participants. Applicants must meet these criteria:

- Be an agricultural producer or agribusiness entrepreneur
- Have experience in marketing agricultural commodities
- Have knowledge of futures and options
- Be willing to start and lead a county marketing club

Anyone who doesn’t feel they are already at the intermediate to advanced level should attend the leveling workshop being held on January 21, 2003, before the beginning of the Master Marketer Program.

Why Establish Marketing Clubs? Tight resources make it difficult for the Extension Service to reach all producers with the intensive programming desired. Well trained volunteers, however, can extend educational resources through marketing clubs. The marketing club concept has proven to be a successful educational tool. Generally, 15 to 25 producers organize and meet once or twice a month to learn about marketing techniques. This method of education offers tremendous advantage over the occasional one- or two-day workshops. Regular meetings held over long periods provide the time needed to learn actual market dynamics and gain marketing experience, while limiting financial risks.

How Do I Apply? Complete the attached application and enclose a check for $250 payable to Texas Extension Education Foundation. Please send both by January 7, 2003 to Jackie Smith, Rt. 3, Box 213AA, Lubbock, TX 79403. A selection committee will determine successful applicants. Those not selected will have their registration fees returned as soon as possible.

How Is This Program Funded? Registration fees only pay for a small portion of the program cost. Grants from the Texas Corn Producers Board, the Texas Wheat Producers Association, Texas Farm Bureau, the Houston Livestock Show and Rodeo, and the Cotton State Support Committee make this program possible. Other significant contributors include the Texas Rural Communities (TRC) and various area agribusinesses.
SESSION II: Fundamental Analysis in Crop Markets and Production Risk Management Tools

This session will discuss the fundamental factors that influence market prices and production risk management for feedgrains and cotton. Instructors will use case studies to cover topics such as Balance Sheet Analysis, cycles, seasonality, short crop vs. normal crop price patterns, market information, and market psychology.

Dr. G.A. (Art) Barnaby, Jr. is a 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.

Dr. William I. Tierney, Jr. is a Professor and Extension Economist-Crops Marketing in the Department of Agricultural Economics at Kansas State University, Manhattan, Kansas. His program emphasis includes price risk management, commodity procurement, agricultural policy, and international trade.

Dr. Carl G. Anderson is a Professor and Extension Economist-Cotton Marketing for Texas Cooperative Extension based in College Station, Texas. His primary emphasis is in developing educational programs and materials on cotton marketing and policy. From 1986 to 1993, Anderson served on the Board of Managers of the New York Cotton Exchange. He was awarded the Texas A&M University Regents Fellowship Award.

SESSION III: Incorporating Technical Analysis in the Marketing Plan and Fundamental Analysis of Livestock Markets

The first day 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 formation, support/resistance, trends, moving average trendlines, and other tools to improve marketing timing. The second day of this session will discuss the fundamental factors that influence livestock prices.

Dr. Wayne D. Purcell is Professor of Agricultural and Applied Economics, Director of the Research Institute on Livestock Pricing, and Coordinator of the Virginia’s Rural Economic Analysis Program at Virginia Polytechnic Institute and State University. Dr. Purcell is widely recognized as a leading authority on technical analysis.

Dr. Ernest E. Davis is a Professor and Extension Economist-Livestock Marketing for Texas Cooperative Extension based in College Station, Texas. Dr. Davis’s current program emphasis includes international trade of livestock and products, marketing alternative evaluation, price outlook, price collection and dissemination, value based and value added marketing.

Dr. Wayne A. Hayenga is Professor and Extension Specialist at Texas A&M University. Dr. Hayenga’s program emphasis is in teaching and coordinating educational programs in estate and income tax management. In the past several years he has discussed estate planning and other legal topics with many professional organizations and business owner groups. He has also been involved in agricultural finance and other agribusiness educational programs. He was awarded the Former Students Association of Texas A&M University.

SESSION IV: Marketing Plans, Integration, and Diversification

In the first half day of this session, integration and diversification issues will be addressed as means to deal with the increased levels of price and production risk producers will face in the future. During the final day and a half, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan. They will also learn how important a disciplined approach is in achieving their marketing goals.

Darrell D. Holaday is a 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. Charles L. Reed is a Professor and Extension Economist of Agricultural Economics at Kansas State University, Manhattan, Kansas. His program emphasis includes policy, market analysis, and risk management.

Dr. Ernest E. Davis is a Professor and Extension Economist-Livestock Marketing for Texas Cooperative Extension based in College Station, Texas. Dr. Davis’s current program emphasis includes international trade of livestock and products, marketing alternative evaluation, price outlook, price collection and dissemination, value based and value added marketing.

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Evaluations of the Texas A&M University System, the Texas A&M University System, and the County Commissioners Courts of Texas Cooperating.

Registration Form

Name: __________________________
Address: ______________________
Phone: ________________________
Fax: __________________________
E-Mail: ________________________

Occupation: Producer, Other
Commodities produced: Corn, Wheat, Cotton, Other
Crops (acres): Corn, Wheat, Cotton, Other
Livestock (head): Beef/Calf, Stocker, Sheep, Goats, Other

Please specify information about your operation:
Location (county): ________________________________
Phone: ________________________
Fax: __________________________
E-Mail: ________________________

Deadline for sending application is January 7, 2003