

## Texas Risk Management Education Program

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### Example News Release

#### **FARMERS TO DISCUSS FORMING MARKETING CLUB**

**(Your Town)**—“A meeting to discuss the formation of a marketing club to help area producers sharpen their marketing skills will be held (day, month and date) in (town),” said (Your Full Name), (Your County Name) County extension agent for agriculture. “The meeting will begin at (time) in (name of building and street address).”

“Anyone interested in participating in this new marketing club should contact him/her at (telephone number), (your last name)” said.

“Farmers have been facing rapidly increasing costs along with record price volatility,” (your last name) said. “It set the stage for a new environment for economic decision-making by the producer. The American farmer, who has always been faced with the complex challenges of producing, is now also confronted with greater challenges in marketing and risk management. The producer who survives in this new economic environment must have superior skills in risk management,” the Extension agent said.

“Price volatility is here to stay as farmers plant for the market,” explained (Dr. Steve Amosson/Dr. Jackie Smith/Stan Bevers/Dr. Mark Waller/your specialist), agricultural economist with the Texas AgriLife Extension Service. “Farmers must be prepared to take advantage of favorable pricing opportunities, even in volatile markets.”

“As farmers in the U.S. and abroad react to volatile prices, we could see large swings in acres planted to different crops. The marketing and risk management skills of U.S. producers must improve if they are to successfully compete in the changing worldwide agricultural industry of the next century. ”

Helping to improve the risk management skills of farmers is a high priority of the Extension Service, requiring intensive educational programming. The formation of marketing clubs is one way to improve the marketing skills of producers.

A marketing club is usually made up of 15 to 25 farmers who meet once or twice a month with the common goal of increasing their knowledge of marketing and other risk management concepts. The members learn from each other and from the presentation of various educational programs. The members will watch the markets and learn to evaluate various alternatives at any point in time. The meetings will include outside speakers, regular interaction among the members and possibly some group trading of options. The meeting on (date) in (town) is to determine if there is adequate interest to start a club. There will be a discussion of what the marketing club will do and any individuals interested will be invited to a later organizational meeting. Each person present will be asked to complete a brief survey to indicate what day of the week, time, and location would be best to hold such a meeting. There will also be a discussion of

what topics should be studied and whether or not to get the club started with an in-depth futures and options workshop.

Anyone interested in learning more about how to deal with the risks of producing and marketing agricultural products is welcome to attend this meeting. Additional information may be obtained from the county office of the Texas AgriLife Extension Service.