

Texas Risk Management Education Program

Texas Agricultural Extension Service Marketing Clubs

Mission Statement:

The mission of Texas AgriLife Extension Service Marketing Clubs is to:

- 1) Utilize an effective and sustained method of education to raise Texas agricultural producers marketing and risk management skills.*
- 2) Efficiently allocate the Extension Service's limited human and capital resources.*

Objectives:

- 1) Where producer interest exists, work with county level faculty, Master Marketer graduates and other local leadership to create new marketing clubs.
- 2) Support and encourage county level faculty to utilize marketing clubs as an effective means of educating their local producers.
- 3) Train marketing club leaders via the Master Marketer program.
- 4) Support and encourage Master Marketer graduates to lead marketing clubs.
- 5) Utilize the Risk Management Education Curriculum Guide in support of marketing clubs.