



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

Answer Inside

sponsored by
Texas AgriLife Extension Service
Texas Corn Producers Board
Texas Grain Sorghum Producers Board
Texas Farm Bureau
Cotton State Support Committee
Risk Management Agency/USDA

Educational programs of the Texas AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age or national origin.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

A: Marketing education and training pay dividends that will directly improve your bottom line! Previous graduates report their incomes have increased, on average, more than \$33,000 per year.

What is the Master Marketer Program?

This program is designed for agricultural producers and agribusiness leaders experienced in marketing commodities and having some knowledge of futures and options markets. The course contains 64 hours of intensive marketing training, focusing on cotton, feedgrains, livestock, and wheat.

When: I: Jan. 17-19 III: Feb. 15-16
 II: Feb. 1-2 IV: Feb. 29- Mar. 1

Where: Museum of the Llano Estacado
 Wayland Baptist University
 1900 West 7th Street
 Plainview, Texas

Why Should I Be Interested?

Profit and Risk. The political movement towards free trade throughout the world, coupled with changing farm program supports, have led to greater price volatility. These changes necessitate a renewed emphasis on marketing skills. Producers who understand market forces and alternative marketing techniques will have a clear advantage in the future.

A little improvement in marketing skills can mean a lot to a producer's bottom line. A commercial producer who increases his net price just 2.5 percent to 5 percent will increase net returns before taxes by \$10,000 to \$50,000 a year, depending on size of operation.

What Will Be Taught?

The course, offering a range of topics aimed at enhancing marketing skills, will be approached from a real-world standpoint using numerous case-study examples and simulated problems. Subjects will include:

- Development and implementation of a marketing plan
- Basic and advanced marketing strategies
- Fundamental and technical analysis
- Marketing discipline
- Weather impact on market prices

Anyone who doesn't feel they are at the intermediate to advanced level should attend the free futures and options leveling workshop held on January 17, 2012, before the beginning of the Master Marketer Program.

Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas 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, Ochiltree 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, Ochiltree 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, Hansford 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.

You may also complete the registration form and mail or fax to Texas AgriLife Extension Conference Services. For more information about registration or payment options, you may call 979-845-2604 or email agriliferegister@tamu.edu.

Since the Master Marketer Program involves intensive hands-on training, enrollment will be limited to 60 participants.

How Is This Program Funded?

Registration fees only pay for a small portion of the program cost. Grants from the Texas Corn Producers Board, Texas Grain Sorghum Producers Board, Texas Farm Bureau, the Cotton State Support Committee, and Risk Management Agency/USDA make this program possible. Other significant contributors include the Texas Wheat Producers Association and area agribusinesses.

Cancellation/Refund Policy?

If a cancellation becomes necessary, please send notification to agriliferegister@tamu.edu. Cancellations received no later than January 17, 2012 will receive a full refund.

SESSION I: Review of Basics and Grain Fundamentals

The first two-day session will concentrate on basic and intermediate marketing concepts to set the stage for the remaining sessions. Major topic areas covered include budgets/breakeven analysis, basis, marketing strategies, and development/implementation of marketing plans. The topic of feed grain fundamentals will be a major focus of Session I.



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. 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. Jackie G. Smith is a Professor and Extension Economist based in Lubbock. His areas of specialization include farm and ranch management and production economics, specifically focusing on marketing, budgeting, and computerized record keeping.

Dr. Joe Outlaw is a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. He serves as a Co-Director of the Agricultural and Food Policy Center (AFPC) in the Department of Agricultural Economics. In Extension, he currently serves as the Co-coordinator of the Financial and Risk Management (FARM) Assistance Program that provides one-on-one strategic planning and feasibility analyses for farmers and ranchers.



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

SESSION II: Weather, Crop Insurance Strategies, and Financial Management

The topics of this session include weather risk, crop insurance, and financial management. Attendees will participate in a crop production and marketing simulation exercise that highlights the relationship between crop insurance and a marketing plan.



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. 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.



Jay Yates is an Extension Economist-Risk Management with the Texas AgriLife Extension Service based in Lubbock, Texas (District 2). His activities focus on analyzing the financial performance and associated risk of alternative financing, investing, and operational decisions for crop and livestock producers in the South Plains.

Dr. Danny A. Klinefelter is a Professor of Agricultural Economics at Texas A&M University and Director of *The Executive Program for Agricultural Producers*. He serves as Executive Secretary for the Association of Agricultural Production Executives and is Executive Vice President of Klinefelter Farms, Inc., an Illinois family farm corporation. He is author of seven books on agricultural finance and farm business management.



SESSION III: Futures Markets, Technical Analysis, and Cotton Fundamentals

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 discuss fundamental factors affecting cotton markets. Specific strategies for cotton marketing will be a key focus.



Alan Brugler has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was DTN Director of Market Analysis and spent ten years as a research and commodity strategist. He has presented some 750 seminars on fundamental and technical market analysis methods, options, and market outlooks in the U.S. and Canada.

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



Mike Stevens is an independent cotton analyst who has worked about 40 years with cotton futures. He is a former Vice President and cotton specialist with a major brokerage house. He has a subscription service for cotton traders and writes a weekly cotton market letter for DTN. He provides weekly market recaps on the radio for Cotton Inc. and is part of the Ag Market Network regular panel.

SESSION IV: Livestock Fundamentals, Marketing Plans, Discipline, and Legal Issues

During this final session, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan. Also included is a discussion of important legal issues key to farm and ranch survival. They will also learn how 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.



Dr. Wayne A. Hayenga is a Professor and Extension Specialist 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.

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.



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.

Registration Form

Master Marketer Program - \$300

Register Online: <https://agriliferegister.tamu.edu>

Keyword search: Master Marketer

Name: _____

Address: _____

Phone: _____ / _____

Fax: _____ / _____

E-Mail: _____

Please specify information about your operation:

Location (county): _____

Occupation: ___ Producer Other _____

Commodities produced

Crops (acres)

Corn _____

Wheat _____

Sorghum _____

Cotton _____

Other _____

Livestock (head)

Cow/Calf _____

Stocker _____

Sheep _____

Goats _____

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

For questions or additional information, contact Jackie Smith (806-746-6101; jgsmith@ag.tamu.edu) or Mark Welch at (979-845-8011; jmwelch@ag.tamu.edu).

___ Check (payable to Texas AgriLife Extension Service)

___ Mastercard ___ Visa ___ Discover

Card Number _____

Exp. Date _____ 3 Digit Security Code _____

Texas AgriLife Extension Conference Services

2139 TAMU

College Station, Texas 77843-2139

Fax: 979-862-4511

Registrations will be accepted for up to 60 participants or until
January 9, 2012