



The Master Marketer Program

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

Answer Inside

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

Educational programs of the Texas A&M 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, grains, and livestock.

When: Leveling Workshop - Jan. 21

I: Jan. 22-23 III: Feb. 19-20
 II: Feb. 5-6 IV: Mar. 5-6

Where: AgriLife Research and Extension Center
11708 Hwy 70 South
Vernon, Texas 76384-8361

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

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, 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 A&M 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 50 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, Texas Wheat Producers Board, and Risk Management Agency/USDA make this program possible. Other significant contributors include area agribusinesses.

Cancellation/Refund Policy?

If a cancellation becomes necessary, please send notification to agriliferegister@tamu.edu. Cancellations received no later than January 15, 2014 will receive a full refund.

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 January 21, 2014, 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 Associate 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



Stan J. Bevers is a Professor and Extension Economist-Management for The Texas A&M AgriLife Extension Service, District 3 at Vernon, Texas. His current program efforts are in ranch management and analysis, business planning, managerial accounting, and marketing.



Tiffany Dowell is an Assistant Professor and Extension Specialist for the Texas A&M AgriLife Extension Service. Her focus is on providing legal information to Texans involved in the agricultural industry which includes water law, property rights, oil and gas leasing, right-to-farm legislation, and litigation between producers and animal rights groups.



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 attendees will participate in a crop production and marketing simulation exercise that highlights the relationship between crop insurance and a marketing plan.



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. 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.



For questions or additional information, contact Mark Welch (979-845-8011; jmwelch@tamu.edu) or Stan Bevers (940-552-9941 ext. 231; sbevers@ag.tamu.edu).

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

Registrations will be accepted for up to 50 participants or until January 15, 2014

SESSION III: Weather, Grain Fundamentals, Cotton Fundamentals, and Financial Management

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. 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. He has published more than 200 articles reporting his research in plant response to weather conditions.

Dr. William I. Tierney is the Chief Economist for AgResource Company. He has over 32 years of experience working as an agricultural economist primarily in the area of global crop market analysis. He was Professor in the Department of Ag Economics at Kansas State University as well as USDA's Principal Grains Economist.



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.



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 IV: Livestock Fundamentals, Marketing Plans, and Discipline

The final session includes livestock fundamentals and risk management products designed for the livestock industry. Participants will be guided on a 'virtual tour' of a cattle feedlot and packing facility. Session IV will tie all the program material together with an emphasis on marketing plan development and implementation.



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 \$en\$e*, a weekly market information newsletter; and advised producers within Kansas Farm Bureau's individualized consulting service.



Dr. Ted McCollum is the Extension beef cattle specialist at the Texas AgriLife and Extension Center in Amarillo. His program emphasizes production management of all phases of commercial cattle and beef production from rangeland and forage-based production systems to cattle feeding systems.



Dr. Dan Hale is a professor and Extension meat specialist in the Department of Animal Science at Texas A&M University. He interprets and extends information on diet/health, food safety, livestock growth and meat science to consumers, youth, health professionals, retailers, food service managers, packers, processors and livestock producers.



Registration Form
Master Marketer Program - \$340
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 _____

Rice _____

Other _____

Livestock (head)

Cow/Calf _____

Stocker _____

Sheep _____

Goats _____

Other _____

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

For questions or additional information, contact Mark Welch at (979-845-8011; jmwelch@tamu.edu) or Stan Bevers (940-552-9941 ext. 231; sbevers@ag.tamu.edu).

___ Check (payable to Texas A&M AgriLife Extension Service)

___ Mastercard ___ Visa ___ Discover

Card Number _____

Exp. Date _____ 3 Digit Security Code _____

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