

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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Master Marketer Highlights

2016 Abilene Master Marketer Course

The 2016 Master Marketer Program is coming soon to Abilene, TX (Texas Education Agency Region 14 Education Service Center, 1850 Highway 351). For those interested in this year's program, dates include: January 19 - Leveling Workshop; January 20 & 21 – Session I; February 4 & 5 – Session II; February 17 & 18 – Session III; and March 2 & 3 – Session IV.

The Master Marketer Program consists of 64 hours intensive marketing and risk management education for opportunities enabling Texas producers the possibility to improve their bottom line. Sessions are taught at a highly applied level while combining creative teaching and learning concepts to get successful results. Sessions are taught by some of the best speakers concerning topics involving weather, crop insurance strategies, financial management, futures markets, technical analysis, marketing plans, legal issues, and grain, cotton, and livestock fundamentals.

A special thank you to all our sponsors for their continued support in making this program a success: Texas Corn Producers, Texas Farm Bureau, Cotton Inc.-Texas State Support Committee, Texas Grain Sorghum Producers Board, Texas Wheat Producers Board, and Texas A&M AgriLife Extension Service.

Pre-registration is available to the first 60 participants and is required by January 11. The \$350 registration fee includes noon meals and educational materials and is available online at <https://agriliferegister.tamu.edu/AgEco> or by phone at (979) 845-2604.

More information can be found at <http://mastermarketer.tamu.edu/> and <http://agecoext.tamu.edu/files/2015/08/Abilene-2016-brochure-June-3-2015.pdf> or by contacting Mark Welch at (979) 845-8011 or Bill Thompson at (325) 653-4576.

Cattle Trails Cow-calf Conference

The Cattle Trails Cow-calf Conference will be held on December 3, 2015 at the Multi-Purpose Events Center, 100 5th Street in Wichita Falls, Texas. Registration costs include educational materials, a noon meal and refreshments.

The conference, which alternates between Texas and Oklahoma each year, will provide producers in the Southwestern Oklahoma, and North and Rolling Plains regions of Texas the latest updates from Texas A&M AgriLife Extension and Oklahoma Cooperative Extension Service. Speakers come from both Texas and Oklahoma and industry sponsors also will have their products on display during the event.

Producers are encouraged to preregister by contacting their local AgriLife Extension county agent, their Oklahoma Cooperative Extension county educator, or by contacting the Texas Rolling Plains District 3 Extension office at 940-552-9941 ext 225. For more information on the event, visit <http://agrisk.tamu.edu>

Red River Crops Conference

The Red River Crops Conference is set for January 20-21, 2016 at the Southwest Technology Center, 711 West Tamarack Road in Altus, Oklahoma. The program will run from 8am – 5pm both days and has a \$25 registration fee.

This two-day conference will provide information on important crop issues to Southwest Oklahoma and Texas Rolling Plains. Topics will focus on cotton, in-season and summer crops and include market outlooks, weather forecasts, variety and specialty crops, and treatment options.

More information can be found by calling Stan Bevers at 940-552-9941 ext 231 or by visiting <http://agrisk.tamu.edu/event/red-river-crops-conference-2/>

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Guest Column

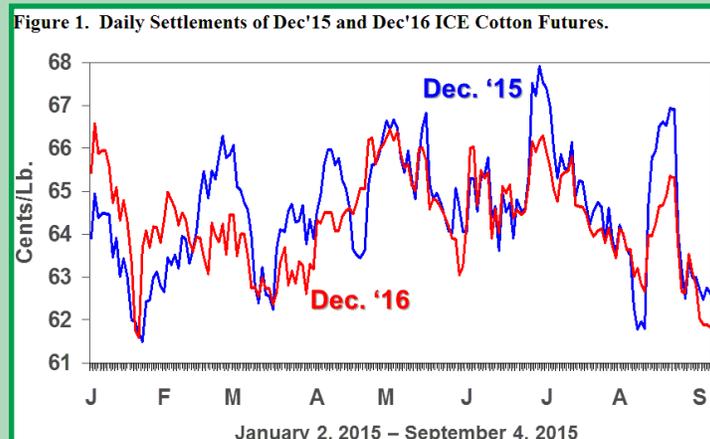
John Robinson,

Professor and Extension Economist-Cotton Marketing,
Department of Agricultural Economics,
Texas A&M University

The market outlook for the 2015 cotton crop now has a couple of production benchmarks from USDA that indicate a smaller than expected crop. In August, USDA surprised many market watchers by cutting their forecast of U.S. production to 13 million bales. This was based on what many of us saw as an inflated assumption about abandoned acres. So in September, USDA reduced planted acreage (to match data from FSA) and raised projected harvested acreage. This resulted in an 11.3% abandonment projection in August being adjusted down to 4.6%. USDA also slightly lowered their projected yield per harvested acre. The end result was a moderate 350,000 bale increase in forecasted U.S. production to 13.43 million bales. This number may fluctuate up or down by a few hundred thousand bales over the next few months. But I think we have our benchmark of a reasonably tight new crop supply. The next couple of months will determine the more precise amount and the quality. I expect that those growers who are fortunate enough to have decent quality may get a very good basis. But those with marginal quality may find themselves competing with all other world surpluses, i.e., the discounts may be severe.

Speaking of the world situation, USDA's September WASDE report painted a tough picture. The September projection of world cotton production was a quarter of a million bales smaller than in August, with an increase in the U.S. being outweighed by decreases in Brazil and Pakistan. The bigger story in the world numbers was a 1.21 million bale reduction in foreign consumption, compared to August, which was spread across Brazil, India, Turkey, Pakistan, Indonesia, and Thailand. This suggests a more systematic downshift in demand, which is troubling. It is in keeping with anecdotal reports from cotton shippers about very slow business. The bottom line of this was a 1.15 million bale month-over-month increase in projected world ending stocks. Such a monthly adjustment would be historically price weakening, especially considering the weaker demand aspect. The only encouraging aspect to the world numbers is that, for the first time in four years, the world is consuming more bales than it is producing. Hence we are just now beginning to whittle away at the massive ending stocks that have piled up since 2011.

In terms of price outlook, I continue to expect futures to bounce around from the lower 60s to the higher 60s (Figure 1, blue line). Right now, I would say the same thing about the 2016 crop (Figure 1, red line). I realize that is not very encouraging, and may push growers to continue to look at grain crop alternatives and niche crops.



Farm Assistance Update

Steven Klose,

Professor and Extension Risk Management Specialist,
Department of Agricultural Economics,
Texas A&M University



The FARM Assistance team welcomed a new member this summer. Will Keeling joined our group in August. As Extension Program Specialist in the Lubbock Extension Center, Will is coordinating the FARM Assistance program and other risk management education efforts in the Texas A&M AgriLife Extension's South Plains district. Will earned bachelor's and master's degrees from Texas Tech University in agricultural and applied economics and even spent some time at the AgriLife Research/Extension Center in Lubbock as a graduate research assistant. He also brings to our team the experience of having worked as a credit analyst for Rabo AgriFinance in Amarillo. We are excited for Will to join our program and look forward to his contributions.

If you have never tried our FARM Assistance services, we would welcome the opportunity to help you envision a strategy and financial plan for your farm or ranch. If it has been a while since you conducted an analysis with us, there is no doubt much has changed in and around your operation. Now is always a good time to evaluate the financial outlook for your operation and prepare for the future. Contact FARM Assistance toll free at 1-877-TAMRISK or check us out online at: farmassistance.tamu.edu

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Annie's Project Coming to Gatesville, November 2015

Designed to help educate on the fundamentals of maintaining a farm, Annie's Project, a women's workshop series is being offered in six sessions from 6-9 p.m. each Tuesday beginning November 3rd through December 8th in Gatesville, Texas at the Coryell County Civic Center, 301 Veterans Memorial Loop. Dr. Jason Johnson, Texas A&M AgriLife Extension Service economist, of Stephenville TX is leading the project. The series provides a place where farm women can learn both from the perspectives of local agricultural professionals as well as the experiences of other class members.

The conference is sponsored by Texas A&M AgriLife Extension, with program support provided by Farm Credit Bank of Texas. Interested participants with questions about the program can request a brochure and registration form by contacting Johnson at 254-968-4144 and jljohnson@tamu.edu or Pasquale Swaner at the AgriLife Extension office for Coryell County in Gatesville at 254-865-2414 and s-swaner@tamu.edu

Choice Website

John Robinson,

Professor and Extension Specialist-Cotton Marketing,
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The Cotton Marketing Planner Newsletter continues to be published on-line every week, usually on Fridays when its author, John Robinson is not traveling. It consists of a main newsletter page (<http://agrilife.org/cottonmarketing/>) and numerous linked sub-pages. The intent of the on-line newsletter is to allow an individual reader the opportunity to either read the summary information on the main newsletter page and/or proceed on to more in depth information on a variety of subjects. In that sense, it is designed more like an encyclopedia than a newsletter. The parts that are most regularly updated (i.e., weekly) are the main page, the exports page, and the commitment of traders page.

The major sections of the newsletter are as follows:

- 1) Near Term Influences, such as technical indicators, speculator positions, the U.S. dollar, etc.;
- 2) Market Fundamentals, including a summary of the most recent USDA reports, and other outside information that has a bearing on the supply and demand picture;
- 3) Crop Insurance considerations;
- 4) Marketing Strategies, including an updated put spread strategy.

An email reminder of the newsletter's weekly online posting is sent to numerous individuals in the A&M System and currently over 400 external recipients. To be placed on the email notification list and have a newsletter reminder sent to your inbox, email John Robinson at jrcr@tamu.edu Newsletter updates are also featured in <https://www.facebook.com/AgriLifeMasterMarketer> and on Twitter with the username @aggie_prof Additional evidence from Google analytics indicates that the newsletter has been viewed on-line by people across the world, with the majority centered in North America (i.e., U.S. cotton industry and trader/brokers).

TEXAS A&M AGRI LIFE EXTENSION

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If you would like to receive this newsletter by email,
or have any other questions about the Master Marketer system,
please write Emmy Williams at emmywilliams@tamu.edu

An archive of newsletters can be found online by visiting
<http://agecoext.tamu.edu/programs/marketing/master-marketer-program/newsletter-archives.html>

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

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