

Master Marketer 2016

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 Farm Bureau

Texas Grain Sorghum Producers Board

Texas Wheat Producers Board

Cotton State Support Committee

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. Master Marketer graduates report a consistent increase in their understanding and willingness to use marketing concepts ranging from budget analysis, developing a marketing plan, general risk management, and crop and livestock marketing strategies. To date, surveys of over 1,000 Master Marketer graduates since 1996 attribute increased returns on average of 4.7% or \$34,806 per participant per year to the Master Marketer program.

What is Master Marketer?

Master Marketer is a risk management curriculum made up of 64 hours of intensive marketing education conducted over 8 weeks, focused on increasing comprehension of key marketing concepts. The goal is to equip participants to develop a marketing plan, adopt good marketing practices, and increase the use of basic tools of market analysis (e.g., fundamentals, seasonals, technicals) with the goal of increasing gross farm revenue by 2.5 to 5%.

When:

Leveling Workshop: Tuesday, January 19

Session I: Wednesday January 20 – Thursday January 21
Session II: Thursday February 4 – Friday February 5
Session III: Wednesday February 17 – Thursday February 18
Session IV: Wednesday March 2 – Thursday March 3

Where: Texas Education Agency Region 14 Education Service Center
1850 Highway 351
Abilene, TX 79601

Why Should I Be Interested?

The Master Marketer curriculum covers a wide range of risk management topics: budgets and breakevens, marketing, crop insurance, legal risk, financial risk, and weather. Several founding principles make the Master Marketer Program successful. First, all subject matter is taught at a highly applied rather than theoretical level so producers see the relevance of what is being taught. Second, a combination of teaching techniques are utilized to maximize learning effectiveness including lecture, problem solving, small group work simulation exercises, and game playing.

The program is taught by the best instructors available. Speakers are selected on the basis of their expertise and communication skills, regardless of university affiliation. And finally, spreading the program out over 8 weeks provides time for program content to sink in, for participants to return with questions, consideration of a wide range of what if scenarios, and relationship building and networking.

How Is Master Marketer Funded?

Registration fees pay only a small portion of program costs. Master Marketer would not be possible without the generous and consistent financial support from Texas Farm Bureau, Texas Corn Producers Board, Cotton State Support Committee, Texas Wheat Producers Board, Texas Grain Sorghum Producers Board, USDA/RMA, and area agribusinesses.

What Do Previous Graduates Say?

Comments are from the last Master Marketer Program in Amarillo, Texas, January – March 2015.

- *The Master Marketer course definitely helps us be more disciplined to evaluate our own operation. We also needed more technical analysis tools to be more confident to "Pull the Trigger." I believe the course provided those tools.* - Justin Garrett, Moore County

- *I would encourage more young agriculturists to attend the course and try to create better practices for new businesses. However, you are never too old to start making money.* - Heath Hill, Hansford County

- *Please keep this course going as I learned a tremendous amount. I have no doubt I will be back to learn more.* - Ben Irlbeck, Dallas County

- *Successful marketing doesn't just happen! Master Marketer is a big step to becoming educated and mindful of risk/reward/opportunities in production agriculture.* - Janet Tregellas, Ochiltree County

- *You can grow the best crop possible, but if you can't market it, you will not be sustainable.* - Blake Fennell, Lamb County

- *Master Marketer Program provided exposure to marketing tools available as well as a good opportunity to network with other progressive producers.* - Aaron Franks, Deaf Smith County

- *Sell above your break even, small quantities. As long as you make money you can play again next year.* - Mark Miller, Sherman 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 to:
Texas A&M AgriLife Extension Conference Services
2139 TAMU
College Station, TX 77843-2139

For more information or questions related to the registration process, please call 979-845-2604 or email agriliferegister@tamu.edu.

What Will Be Taught

Master Marketer consists of a one-day optional session and four two-day sessions.

LEVELING WORKSHOP: Basics of Futures and Options Markets

The optional one-day Leveling Workshop reviews the basics of futures and options markets. It is assumed that Master Marketer participants have at least a working knowledge of futures and options markets. The Leveling Workshop provides a foundation for those who do not and a refresher for those that need it.

SESSION I: Review of Market Basics, Budgets, Breakevens, Financials, Seasonality, and the Importance of a Marketing Plan

Session I builds the foundation of price risk management starting with crop and livestock budgets and breakeven calculations. A quick review of futures and options markets is provided for the whole class and alternative pricing strategies are taught. This session covers seasonal trends in commodity markets, financial risk, and the importance of a marketing plan. Participants break into commodity groups and begin development of a marketing plan for the coming year. These groups meet at the end of each session to refine their marketing plan.



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.

William J. Thompson is an Assistant Professor and Extension Economist with Texas A&M AgriLife Extension Service and the Department of Agricultural Economics at Texas A&M University, based in San Angelo. His research interests include farm and ranch management, analysis, and marketing.



Dr. Danny A. Klinefelter specializes in agricultural finance and management development. He is a business columnist for DTN, Chairman of the advisory board for Farm Journal Media's Top Producer Executive Network and a member of the board of AgTexas Farm Credit Services. Danny spent 10 years in commercial banking in the Farm Credit System.

Dr. Edward C. Usset teaches several courses at the University of Minnesota, including "Grain Marketing Economics" and "Futures and Options Markets." He also serves as a Grain Marketing Specialist for the Center for Farm Financial Management, and Coordinator of the Minnesota Master Marketer Program.



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 to water management.

SESSION II: Grain and Livestock Fundamentals and Crop Insurance

The two-days of Session II are devoted to grain and livestock fundamentals and crop insurance.



Dr. William I. Tierney is the Chief Economist for AgResource in Chicago. He has over 32 years of experience working as an agricultural economist primarily in the area of global crop market analysis.

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.



Dr. G.A. (Art) Barnaby 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.

Dr. Darren Hudson is the Larry Combest Endowed Chair in Agricultural Competitiveness and Director of the Cotton Economics Research Institute at Texas Tech University. Dr. Hudson's primary research areas have been in price analysis, consumer demand policy, and international trade.



Raven Spratt is the Insurance Manager for Rabo AgriFinance in Victoria, Texas. She is responsible for selling and servicing ag insurance policies with the core responsibility of maintaining working relationships with current and prospective clients.

SESSION III: Technical Analysis and Cotton Fundamentals

Session III is devoted to technical analysis and cotton fundamentals. With the influence of managed money and high frequency trading on electronic trading platforms, an understanding of trading tools implemented by speculators in futures markets is an important element of price risk management. Following the discussion of cotton fundamentals, participants get to practice their marketing skills in a cotton/grain/livestock marketing simulation game, based on a real marketing year from history.



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.



For questions or additional information, contact Mark Welch at (979-845-8011; jmwelch@tamu.edu); or Bill Thompson at (325-653-4576; w-thompson@tamu.edu). Web address: mastermarketer.tamu.edu.

Texas A&M AgriLife Extension Conference Services
2139 TAMU
College Station, Texas 77843-2139

Phone: 979-845-2604

Registrations will be accepted for up to 60 participants or until

January 11, 2016

SESSION IV: Weather, Livestock, Legal Issues, and Tying It All Together

The final session includes a discussion of how to incorporate weather risk into a marketing plan and consideration of legal risks. Also included is a virtual tour of a feedlot and packing plant and issues related to the livestock industry. Session IV ties all program material together with an emphasis on final marketing plan development and implementation.



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.

Dr. Ted McCollum is the Extension beef cattle specialist at the Texas A&M 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.

Tiffany Dowell-Lashmet 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, and oil and gas leasing.



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.

Registration Form
Master Marketer Program - \$350
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)	Livestock (head)
Corn _____	Cow/Calf _____
Wheat _____	Stocker _____
Sorghum _____	Sheep _____
Cotton _____	Goats _____
Rice _____	Other _____
Other _____	

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

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

_____ Mastercard _____ Visa _____ Discover

Card Number _____

Exp. Date _____ 3 Digit Security Code _____

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