

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

Volume 17•Issue 1•March 2017

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Master Marketer Highlights

2017 Castroville Master Marketer Course

The 2017 Master Marketer Program is coming in the fall to Castroville, TX (Medina County J.P. Court, Precinct 2; 8366 FM 4715 South). For those interested in this year's program, dates include: September 18 - Leveling Workshop; September 19 & 20 – Session I; October 2 & 3 – Session II; October 16 & 17 – Session III; and October 30 & 31 – 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.

Pre-registration is required by September 15, 2017, available to the first 60 participants, and will open up on July 1, 2017. The \$350 registration fee includes noon meals and educational materials and will be available online at <https://agrifiregister.tamu.edu/> or by phone at (979) 845-2604.

More information can be found at <http://mastermarketer.tamu.edu/> or by contacting Mark Welch at (979) 845-8011 or Rob Hogan at (830) 278-9151 ext 288.

A special thank you to 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, Capital

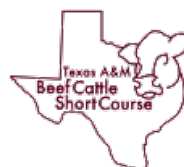
Farm Credit, USDA-Risk Management Agency, and Texas A&M AgriLife Extension Service.

Texas Agriculture Law

Tiffany Dowell Lashmet is an Assistant Professor and Extension Specialist concentrating in Agricultural Law with the Texas A&M AgriLife Extension Service and is licensed to practice law in both New Mexico and Texas. Having a background in farming and ranching, Tiffany will be presenting on agriculture legal issues at the 2nd Annual Land, Water, and Wealth Seminar on May 19 at the Angelina County Extension Office, 2201 South Medford Drive, in Lufkin with topics that include water rights, agricultural leases, and estate planning. For more information including registration, contact Cary Sims at (936) 632-8239 or cary.sims@ag.tamu.edu

Beef Cattle Short Course

The 2017 Beef Cattle Short Course will be held August 7-9 on the Texas A&M University Campus in College Station, Texas. Featuring more than 20 concurrent sessions, topics include animal health, nutrition, reproduction, breeding, genetics, selection, research, marketing and handling. Sessions are designed for the newest member of the industry all the way to the most seasoned producer. Along with opportunities to receive pesticide CEUs, veterinarian CECs, and BQA credits, trade show exhibitors will also be in attendance. For registration and more information on this beef cattle educational program, visit <http://beefcattleshortcourse.com/>



Texas A&M

Beef Cattle Short Course

FARM Assistance Update

Steven Klose,

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

The FARM Assistance group is involved in a number of other projects around the Department of Agricultural Economics. Sometime last fall, our office began creating a communications outlet / social media presence on Twitter for the entire Extension Agricultural Economics Unit.



Follow us: @AgEcoExt

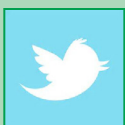
If you already use Twitter, you understand it is simply a news feed where you choose whose announcement feed (Tweets) you want to follow. What will you find on the @AgEcoExt Twitter? You will find announcements about upcoming meetings, comments on current events, posted links to recent newsletters/publications/videos/etc., and much more. Several of our Extension Ag Economics faculty are active on Twitter, and we will also re-post their highlights, sort of a one-stop-shop for all things Ag Economics. See our complete social media listing here:

<http://agecoext.tamu.edu/social-media/>

And as always, check out our FARM Assistance financial planning services for individuals. Under the current market conditions, the financial road ahead will be challenging to say the least. We can help you keep an eye on the road ahead and plan your financial strategies. Give us a call at 1-877-TAMRISK or learn more at www.farmassistance.tamu.edu Or contact me directly, Dr. Steven Klose at: sklose@tamu.edu

Find More of Us on Social Media

As mentioned above, Extension Agricultural Economics houses several sources of blogs, Facebook, Twitter and YouTube accounts hosted by our very own faculty. Whether you are looking for something particular to your region or a specific commodity, check us out. We welcome your feedback and comments on the sites and look forward to you joining us there. In keeping you up to date with our latest happenings and many of our programs throughout the state, a few more outlets have been highlighted below:

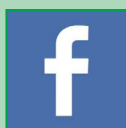


A newcomer to social media @LivestockEcon is David Anderson, AgriLife Extension's Livestock and Food Products Marketing Economist. He posts livestock market updates, links to his presentations, and his YouTube video series "One Big Thing In Livestock Markets," and other items of livestock economic interest. He follows the doings of the Dallas Cowboys and other favorites on his personal twitter account where he often wishes for various people to be publicly tasered (usually referees). His work can be found in more conventional website form at livestock-marketing.tamu.edu and can be reached at danderson@tamu.edu



Tiffany Dowell Lashmet has a Juris Doctor (summa cum laude) from the University of New Mexico School of Law and is the woman behind @TiffDowell on Twitter and the award-winning Texas Agriculture Law Blog (<http://agrilife.org/texasaglaw/>), recognized as one of the Top 100 Legal Blogs in the nation by the American Bar Association in 2014, 2015, and 2016. Both platforms share information related to agricultural law from ag law news, court decisions, checklists/handbooks, and other legal

resources. Tiffany's work focuses on legal issues impacting Texas landowners and agricultural producers including leases, water law, oil and gas law, pipeline easement negotiation, and landowner liability. Work is underway for an agricultural law podcast called "Ag Law in the Field" that will soon be available on iTunes. For more information, Tiffany can be reached at tdowell@tamu.edu



DeDe Jones holds an M.B.A. in Marketing from Texas Tech University and her activities focus on analyzing the financial performance and associated risk of alternative financing, investing, and operational decisions for crop and livestock producers in the Panhandle. DeDe is a member of The Financial and Risk Management (FARM) Assistance team, a service provided by Texas A&M AgriLife Extension Service's Department of Agricultural Economics, and can be found behind the scenes on their associate Facebook page at <https://www.facebook.com/FARMAssistance/>. The broad objective of the FARM Assistance program is to assist Texas farmers and ranchers in better identifying the sources of risk in their operations, to inform producers of how to use available tools and/or strategies for managing risk, and to help producers quantify the financial impacts of alternative risk management strategies. To that end, FARM Assistance focuses on both the individual producer and the entire agricultural economy to improve decision-making in and for the agricultural industry of Texas. To contact DeDe, email dljones@ag.tamu.edu



John Robinson is a Professor and Extension Specialist in Cotton Marketing and his educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues. Highlighting current events in the cotton market, John posts charts, powerpoint presentations, and newsletters to Facebook, <https://www.facebook.com/AgriLifeMasterMarketer/> and Twitter, @aggie_prof. The two sites of intensive marketing training are designed for experienced agricultural producers and agribusiness leaders. His work can also be found in an AgriLife Extension website at <http://cottonmarketing.tamu.edu/> and he can be reached at jrcr@tamu.edu



Mac Young is an Extension Program Specialist based in Corpus Christi and focuses on assisting crop and livestock producers in measuring risk and understanding the economic impacts of alternative risk management strategies, new technology, and changing agricultural policies on their operations. One of Mac's latest undertakings includes managing the District 11 Twitter account @TXCoastAgEcon. Although pretty new at using the account, plans are underway to be more active in the future posting AgriLife Extension crop and livestock programs, studies, etc., and information from other relevant sources. To contact Mac, email amyoung@ag.tamu.edu

Health Insurance, Rural Economic Development, and Agriculture

Help influence rural health policy by participating in an USDA funded survey. Your responses will help researchers understand how health-insurance policy affects farmers' and ranchers' decisions to invest, expand, and grow their enterprises. This survey is a chance for farmers and ranchers to make their voices heard about their experiences with health insurance and how that affects both their economic development and family's quality of life. All responses will be confidential and only summary statistics will be reported. If you would like to participate follow this link: <https://survey.uvm.edu/index.php/132344?lang=en>

Findings will be used to guide the development of training materials for professionals who work with farmers and ranchers—such as Extension Educators, farm consultants, and tax accountants—so that they can support farmers' and ranchers' ability to make well-informed decisions regarding health insurance. This study is a four-year national project exploring how health insurance options impact the farm and ranch population in the U.S. The project, titled "Health Insurance, Rural Economic Development and Agriculture" (HIREDnAG), is funded by a \$500,000 USDA Rural Communities and Regional Development grant. For more information, visit the HIREDnAG website: <http://www.hirednag.net/> Or contact Katlyn Morris, HIREDnAG Project Coordinator at katlyn.morris@uvm.edu or by phone at 802-656-0257.

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 contact Emmy Kiphen at emmykiphen@tamu.edu or (979) 847-6143.

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

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

Issued in furtherance of Cooperative Extension Work in Agriculture and Home Economics,
Acts of Congress of May 8, 1914, as amended, and June 30, 1914, in cooperation with the
United States Department of Agriculture and Texas A&M AgriLife Extension Service, Texas A&M System.

Partial funding support for the Master Marketer program has been provided by
USDA-RMA, Cotton Inc.-Texas State Support Committee, Texas Farm Bureau,
Texas Corn Producers, Texas Grain Sorghum Producers, and Texas Wheat Producers Board.