Master Marketer graduates report a consistent increase in their understanding of 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 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 to 5%.

When: 
Leveling Workshop: Tuesday, January 16  
Session I: Wednesday, January 17 – Thursday, January 18  
Session II: Tuesday, January 30 – Wednesday, January 31  
Session III: Tuesday, February 13 – Wednesday, February 14  
Session IV: Tuesday, February 27 – Wednesday, February 28  
Where: Texas Farm Bureau Conference Center  
7410 Fish Pond Road  
Waco, Texas 76710

**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 is utilized to maximize learning effectiveness including lecture, problem solving, small group work, and simulation exercises.

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 Com Producers Board, Cotton State Support Committee, Texas Wheat Producers Board, Texas Grain Sorghum Producers Board, USDA/RMA, Capital Farm Credit, and area agribusinesses.

**What Do Previous Graduates Say?**
Comments are from former Master Marketer participants.
- 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
- 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
- Please keep this course going as I learned a tremendous amount. I have no doubt I will be back to learn more. – Ben Ilbeke
- I’ll be back next year. – Brent Falkenberg

**How Do I Register?**
Register online at [https://agriliferegister.tamu.edu/MasterMarketer](https://agriliferegister.tamu.edu/MasterMarketer), beginning September 15, 2017.

**What Will Be Taught**
Master Marketer consists of a one-day optional session and four two-day sessions.

**LEVELING WORKSHOP (Optional): 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, fundamentals, seasonals, technicals) with the goal of increasing gross farm revenue by 2 to 5%.**

**SESSION II: Marketing Management and Production, Price Risk Management, Commodity Marketing, Market Analysis, and Marketing Strategies.**


**SESSION V: Refresher for those that need it.**

**SESSION VI: Leveling Workshop reviews the basics of futures and options markets.**

**Dr. Stephen H. Amosson** is a Regents Professor and Extension Economist-Management based in Amador, Dr. Amosson’s program covers a wide area of emphasis, ranging from marketing to water management with emphasis on developing educational resources and applied research in marketing, management, finance, policy, and community development.

**Dr. Samuel D. Zapata** is an Extension Economist located at the Weslaco Texas A&M AgriLife Research and Extension Center. He develops and coordinates Extension educational programs and applied research related to Farm Management and Marketing.

**Dr. Joe Outlaw** is a Regents Fellow, Professor and Extension Economist, and Co-Director of the Agricultural and Food Policy Center at Texas A&M University. Dr. Outlaw focuses on assessing the impacts of farm programs, risk management tools, renewable energy, and climate change legislation on U.S. agricultural operations.

**Dr. Edward C. Ulset** teaches several courses at the University of Minnesota, including “Grain Marketing Economics” and “Options and Futures Markets.” He also serves as a Grain Marketing Specialist for the Center for Farm Financial Management and Coordinator of the Minnesota Master Marketer Program.
SESSION II: Cotton, Grain, and Livestock Fundamentals, and Crop and Livestock Insurance

The two-days of Session II cover management issues related to supply and demand fundamentals of the cotton, grain, and livestock markets. A broad range of issues are discussed related to crop and livestock insurance products.

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. David P. Anderson is a Professor and Extension Economist in District 10. Dr. Hogan's program covers economically related information and applied research in management, marketing, and policy for farmers and ranchers, merchandisers, processors, and lenders in Southwest Texas.

Dr. Robert Hogan is an Associate Professor and Extension Economist in District 10. Dr. Hogan's program covers economically related information and applied research in management, marketing, and policy for farmers and ranchers, merchandisers, processors, and lenders in Southwest Texas.

Dr. G.A. (Art) Barnaby is a Professor of Agricultural Economics at Kansas State University in Manhattan, Kansas. His program emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.

SESSION III: Technical Analysis, Climate, and Trade

Session III is devoted to technical analysis, weather, and a trading exercise. 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. A morning is spent on the weather outlook for 2018. Participants get to practice their marketing skills in a cotton/grain/livestock marketing simulation exercise, based on a real marketing year from history.

Dr. S. Elynn 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. Alan Brugler has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was a 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.

SESSION IV: Legal Issues, Working with a Broker, and Tying It All Together

The final session includes a discussion of legal issues and working with a broker. The evening session presents the Farm Assistance program. The last day's session ties all the material together with an emphasis on marketing plan development and implementation.

Dr. Steven Klose is an Associate Professor and Extension Economist at Texas A&M University. He is the coordinator of the Farm Assistance Program, supporting the broad Texas Risk Management Education Program efforts of the Texas A&M AgriLife Extension Service. His responsibilities include research, design, and development of the FARM Assistance Model and provide strategic decision information to Texas agricultural operations.

Dr. 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 Sendle, a weekly market information newsletter, and advised producers within Kansas Farm Bureau's individualized consulting service.

For questions or additional information, contact Mark Welch at (979-845-2604; mewelch@tamu.edu), or Jason Johnson at (254-968-4144, Ext. 282), Jason.Johnson@ag.tamu.edu.

Web address: mastermarketer.tamu.edu
Registration online at: https://agriliferegister.tamu.edu/MasterMarketer

Master Marketer Program provided exposure to marketing tools available as well as a good opportunity to network with other progressive producers. – Aaron Franks

Registration begins September 15, 2017. Applications will be accepted for up to 60 participants or until January 15, 2018.

Successful marketing doesn't just happen. Master Marketers is a big step to becoming educated and mindful of risk/reward opportunities in production agriculture. – Janet Tregallas

You can grow the best crop possible, but if you can’t market it, you will not be sustainable. – Blake Fennell

The Texas A&M AgriLife Extension Service is an equal opportunity program provider.