

Registration Form

Master Marketer Program - \$350

Register online at:

<https://agriliferegister.tamu.edu/MasterMarketer>

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?

For questions or additional information, contact Mark Welch at (979-845-8011; jmwelch@tamu.edu); or Jason Johnson at (254-968-4144, Ext. 282), Jason.Johnson@ag.tamu.edu.

Web address: mastermarketer.tamu.edu.

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

_____ MasterCard _____ Visa _____ Discover

Card Number _____

Exp. Date _____ 3 Digit Security Code _____

Texas A&M AgriLife Extension Conference Services
2139 TAMU

College Station, Texas 77843-2139
Phone: 979-845-2604

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

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 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 Corn 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 Irlbeck

- *I'll be back next year.* – Brent Falkenberg

How Do I Register?

Register online at <https://agriliferegister.tamu.edu/MasterMarketer>, beginning September 15, 2017.

You may also complete the registration form and mail to:
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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 (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.



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. Jason Johnson is an Associate Professor and Extension Economist in District 8. His areas of programming expertise include farm and ranch management and production, price risk management, range and natural resource management and marketing, and family financial planning.



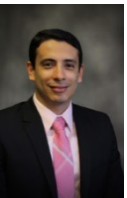
SESSION I: Review of Market Basics (budgets, breakevens, seasonality, and the importance of a marketing plan), Working with a Lender, and Policy

Session I establishes the foundation of price risk management starting with the importance of having a marketing plan. Basic pricing marketing tools and marketing strategies are presented including a discussion of seasonality and working with a lender. The evening session is an update on Ag Policy. On day two, participants break into commodity groups and begin development of a specific marketing plan for the coming year. These groups meet at the end of each two-day session to further refine these marketing plans.



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 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. 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.



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 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. 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.



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. 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.



SESSION III: Technical Analysis, Climate, and Trade Simulation Exercise

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.



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.

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.



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

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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.



Tiffany Dowell-Lashmet, J.D. is an Assistant Professor and Extension Specialist for the Texas A&M AgriLife Extension Service based in Amarillo, Texas. Her focus is on legal issues impacting Texas landowners and agricultural producers including leases, water law, oil and gas law, pipeline easement negotiations, and landowner liability.

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.



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.



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

TEXAS A&M
AGRI LIFE
EXTENSION

Master
Marketer
2018

The Master
Marketer Program

Can you reduce risk and get more profit from your farm/ranch operation?

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
Capital Farm Credit

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