

# TEXAS A&M AGRI LIFE EXTENSION

## SCHEDULE

The Master Marketer Program  
is set for  
January 22-24,  
February 6-7,  
February 20-21, and  
March 6-7, 2019

## LOCATION

USDA-Ag Research Service  
Building  
3810 4th Street, Lubbock TX

## REGISTRATION INFORMATION

Registration is limited and will  
begin in the fall online at  
[agriliferegister.tamu.edu](http://agriliferegister.tamu.edu)

More information on the  
upcoming risk management course  
can be found at  
[mastermarketer.tamu.edu](http://mastermarketer.tamu.edu)  
or by contacting the  
Extension Economist coordinators,  
Mark Welch at  
[jmwelch@tamu.edu](mailto:jmwelch@tamu.edu)  
or (979) 845-8011 and  
Jackie Smith at  
[jackie.smith@ag.tamu.edu](mailto:jackie.smith@ag.tamu.edu)  
or (806) 746-6101

# Master Marketer 2019

## The Master Marketer Program

Can you reduce risk and get more profit from your farm/  
ranch operation? 1246 participants have graduated from  
the twenty-nine Master Marketer programs since 1996  
and their 2-1/2 year post-evaluations indicate increased  
returns to their bottom lines averaging 4.5% and \$35,000  
per producer per year to the Master Marketer Program.  
Evaluations show a consistent increase in understanding  
and use of marketing concepts including budget analysis,  
developing a marketing plan, general risk management, and  
crop and livestock marketing strategies.

### Risk Management Education Sessions:

- Futures and Options Markets
- Budgets and Breakevens
- Crop and Livestock  
Fundamentals and Insurance
- Legal and Financial  
Risk
- Weather
- Technical Analysis



*Funding has been provided by  
USDA-RMA, Cotton Inc.-Texas State Support Committee,  
Texas Farm Bureau, Texas Corn Producers,  
Texas Grain Sorghum Producers, Texas Wheat Producers Board,  
and Capital Farm Credit*