

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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Master Marketer Highlights

2019 Lubbock Master Marketer Course

The 2019 Master Marketer Program is coming to Lubbock, TX: USDA ARS Auditorium; 3810 4th Street (and Texas Tech Parkway). For those interested in this year's program, dates include: January 22 - Leveling Workshop; January 22 & 24 – Session I; February 6 & 7 – Session II; February 20 & 21 – Session III; and March 6 & 7 – 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 available to the first 60 participants. The \$350 registration fee includes noon meals and educational materials and is available online at <https://agriliferegister.tamu.edu/MasterMarketer> 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 Jackie Smith at (806) 746-6101.

A special thank you to all 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.

South Texas Cotton and Grain Sorghum Risk Management and Marketing Workshops

Texas A&M AgriLife Extension will be holding five risk management and marketing workshops this fall in South Texas. Workshop topics include 1) budgeting and determining break-even production costs; 2) crop insurance choices and updates; 3) choosing the right insurance coverage; 4) developing crop management and marketing plans; and 5) marketing outlook, tools, and strategies for cotton and grain crops. The marketing sessions will feature Dr. John Robinson, Cotton Marketing Specialist, and Dr. Mark Welch, Grain Marketing Specialist. According to Mac Young (361-265-9203), workshop coordinator and Extension Program Specialist in Corpus Christi, the workshops should benefit all crop producers as they make 2019 production and marketing plans.

Scheduled dates and locations are: October 3 at the Sinton Fair Grounds; October 9 in Bay City; November 8 in Weslaco; November 14 in Edna; and January 28 in Floresville.

For specific information on a program in your area, please contact: Jason Ott, CEA-AG/NR in Nueces County (361-767-5223) or Bobby McCool CEA-AG/NR in San Patricio County (361-587-3400); Aaron Sumrall in Bay City, CEA-AG/NR (979-245-4100); Dr. Samuel Zapata, Extension Economist in Weslaco (956-968-5581); Mike Hiller, CEA-AG/NR in Jackson County (361-782-3312); or Bryan Davis, CEA/AG-NR in Floresville (830-393-7357).

Texas Agriculture Law

Tiffany Dowell Lashmet is an Assistant Professor and Extension Specialist specializing in Agricultural Law with the Texas A&M AgriLife Extension Service. Licensed to practice law in both New Mexico and Texas, she is offering a Ranchers Leasing Workshop on Thursday, November 8 from 9 a.m. - 1 p.m. in Waco at the McClennan County Community College (continued on page 3)



Corn for Feed

Mark Welch,

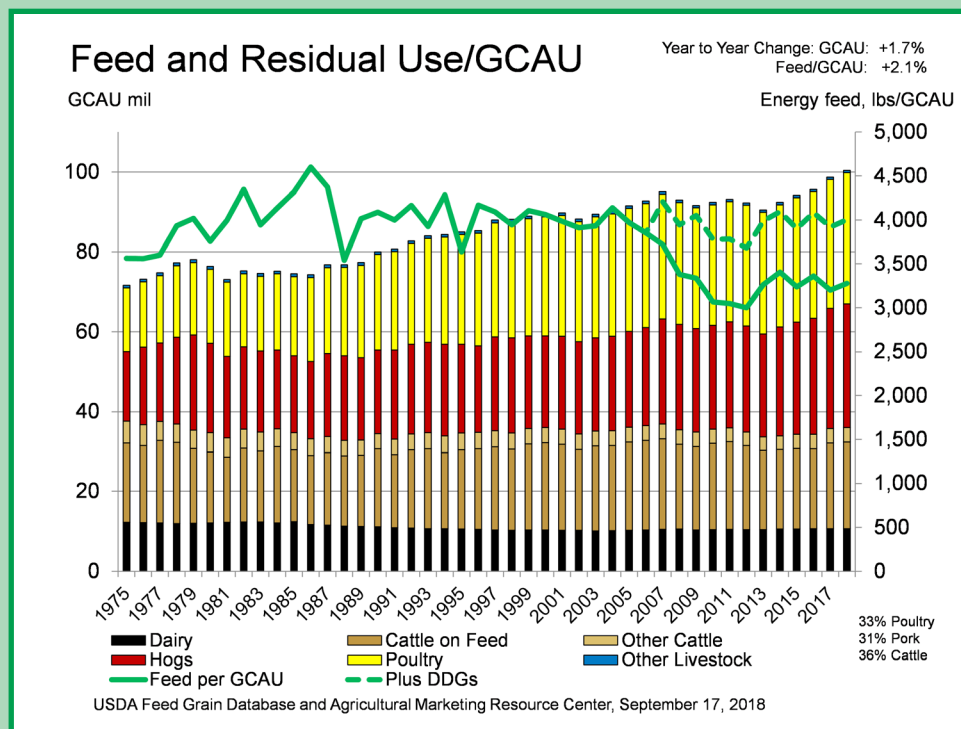
Professor and
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Department of Agricultural Economics,
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Much of the news of late has concerned trade and trade issues related to the grain markets. When it comes to corn, exports account for about 16 percent of total use. Corn for feed and corn for fuel battle for the top spots in corn use, each accounting for about 37 percent of the marketing year total. Other food and industrial use makes up the remaining ten percent. The corn for feed category continues to be supported by expanded livestock and poultry numbers.

In the most recent Cattle on Feed report, 11.125 million head were held in lots of greater than 1,000 head capacity on September 1. That is 6 percent more than a year ago and 11 percent above the five-year average. As with every Cattle on Feed report since June, this month again is the highest inventory since the data series began in 1996.

Broiler chick placements are on par with 2017/18 to start the 2018/19 marketing year (September 1) but up about two percent compared to the year before. The all hog inventory from the Hogs and Pigs report September 28 shows a total inventory up 3 percent from September last year and up 9 percent from the five-year average.

Animals on feed and feed per animal are up in 2018. Grain Consuming Animal Units, as calculated by USDA, are an all-time high of 100.4 million. This is up 2 percent from 2017. Energy feed per GCAU, including DDGs, is about 4,000 pounds, up 2 percent from last year. Cattle are still the largest component of GCAU numbers at 36 percent but this is near an all-time low. Hogs account for 31 percent, an all-time high for them. Poultry accounts for 33 percent.



FARM Assistance Update

Steven Klose,

Professor and
Extension Risk Management Specialist,
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For over a decade, the FARM Assistance program has been a certified provider of financial and production training for USDA-Farm Service Agency loan programs. FSA has and continues to offer low interest loans for a variety of terms and purposes. They provide short term operating loans, long term loans for real estate, machinery & equipment, as well as micro loans for smaller scale projects. Many of their programs offer special consideration for new and beginning farmers, veterans, and a wide variety of borrowers and FSA is often the first place people look for loan opportunities. In all cases, part of their lending and producer development program includes training requirements. FARM Assistance is one of several independent vendors certified to provide the training. Over our many years of partnership, we have had an overwhelming response from FSA borrowers who have completed our analysis service as their training. They come to us uncertain of what to expect, and for a relatively inexpensive investment of time and money, they walk away with a detailed understanding of their operation's financial viability and what it takes to annually measure, track, and adjust strategic plans for financial success.

A key point of our training and service is that strategic financial planning is an ongoing exercise. Many of our clients update their analysis every year, constantly evaluating and planning for the future. If it has been a while since you conducted an analysis with us, there is no doubt much has changed in and around your operation. Now is always a good time to evaluate the financial outlook for your operation and prepare for the possibilities. Contact FARM Assistance toll free at 1-877-TAMRISK or online at: farmassistance.tamu.edu

Choice Website



The National Hurricane Center is known for following hurricane season and you can too this year through their website. The NHC is America's trusted voice in the eye of the storm, enabling communities to be safe from tropical weather threats issuing the best watches, warnings, forecasts, and analyses of hazardous tropical weather. By collaborating with partners and customers, they are able to deliver science-based environmental predictions to the Nation.

Part of the NHC mission is to mitigate property loss and improve economic efficiency and this is done through increasing the public's understanding of weather hazards. The tools and data sets covering the Atlantic and East Pacific, include both satellite and radar imagery and a latitude/longitude calculator to measure distance of/from storms. Also accessible as "mobile-friendly", the website can be used for local weather forecasts and warn/predict storm surges too. Additional information is available using the quick links for resources including hurricane preparedness and safety along with contact information to emergency management offices and their operations plans.

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Emergency Services Education Center (7601 Steinbeck Bend Drive). This free half-day workshop will focus on grazing, hunting, and livestock leases and each participant will receive a copy of the Ranchers Leasing Handbook and lunch sponsored by Ag Workers Insurance. Of the 600+ Texans who have attended thus far, 100% have said they would recommend this program to a friend. For more information or to register, contact Tiffany Dowell Lashmet at tdowell@tamu.edu or (806) 677-5681.

TEXAS A&M AGRI LIFE EXTENSION

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If you would like to receive this newsletter by mail,
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/>

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