

Master Marketer Program - \$350

Register online:

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

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

January 20, 2019

Questions about the program:

Mark Welch

(979) 845-8011

jmwelch@tamu.edu

Jackie Smith

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Website: mastermarketer.tamu.edu

Questions about registration or payment:

Extension Conference Services

(979) 845-2604

agriliferegister@tamu.edu

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 22

Session I: Wednesday, January 23 – Thursday, January 24

Session II: Wednesday, February 6 – Thursday, February 7

Session III: Wednesday, February 20 – Thursday, February 21

Session IV: Wednesday, March 6 – Thursday, March 7

Where: USDA ARS Auditorium
3810 4th St. (and Texas Tech Parkway)
Lubbock, Texas 79415
(806) 749-5560

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?

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beginning September 15, 2018.

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. Jackie Smith is a Professor and Extension Economist in District 2. His research has concerned farm and ranch management and production economics, specifically focusing on marketing budgeting, and computerized record keeping.



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. 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. 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.



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: Weather, Livestock Fundamentals, Crop and Livestock Products, and Crop Insurance Decision Aids

The two-days of Session II cover weather outlook and climate trends and a broad range of issues related to crop and livestock insurance products. Included is a discussion of livestock fundamentals and a demonstration of our Crop insurance Decision Aid.



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.

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.



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.

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.



SESSION III: Technical Analysis, Cotton and Grain Marketing Issues and Strategies, and Tying It All Together

Session III will include a full day of technical analysis. With the influence of managed money and electronic trading, an understanding of trading tools implemented by speculators in futures markets is an important element of price risk management. A panel of marketing experts will discuss cotton and grain marketing strategies for 2019, and a presentation on tying it all together will cover marketing plan development and implementation.



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.

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.



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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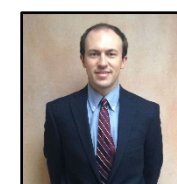
SESSION IV: Cotton and Grain Fundamentals, Trading Exercise, and Legal Issues

The final session includes a discussion of the supply and demand fundamentals for cotton and grain in 2019 and a trading exercise to put the marketing skills you have learned to the test. The evening session presents the long-term management analysis program, Farm Assist. Also included is a wide-ranging discussion of legal risks and challenges.



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.

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.



Will Keeling is an Extension Economist, Risk management with the District 2 Texas A&M AgriLife Extension Service based in Lubbock, Texas. His activities focus on analyzing the financial performance and risk of agricultural decisions through the agency's FARM Assistance program.

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
2019

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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