

# Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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## Master Marketer Highlights

Congratulations to the 2019 Master Marketer Class



The 30th Class of the Master Marketer Program graduated earlier this month in Lubbock. The program began January 22 and 45 participants completed the course on March 7. Graduates primarily held interests in wheat, sorghum, corn, and cotton crops and also in stocker cattle and cow/calf pairs. The total number of Master Marketer graduates reaches 1291 and, reported from participant surveys, have a yearly impact averaging \$35,000 using the knowledge and tools gained from the Master Marketer Program.

A special thanks is extended to Mark Welch and Jackie Smith for their coordination efforts, making this an outstanding program. Thank you Texas A&M AgriLife Extension Service, Texas Farm Bureau, Cotton State Support Committee, Texas Corn Producers Board, Texas Grain Sorghum Producers Board, Texas Wheat Producers, Capital Farm Credit, and USDA's Risk Management Agency for your support to this program. We appreciate the many great participants, presenters, and sponsors who have allowed this program to continue with such great success. Again, congratulations to the 2019 Lubbock Master Marketer Graduates.

## Texas Agriculture Law

Tiffany Dowell Lashmet, J.D., is offering several Ranchers Leasing Workshops throughout Texas in 2019. These free half-day workshops will focus on grazing, hunting, and livestock leases and each participant will get a copy of the Ranchers Leasing Handbook. Of the 800+ Texans who have attended her similar workshops 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](mailto:tdowell@tamu.edu) or (806) 677-5681.

- April 24, 2019, Noon - 4:30 p.m. in Burnet at the Burnet County Extension Office
- May 22, 2019, 9 a.m. - 1 p.m. in Perryton at the Ochiltre County Expo Center
- August 28, 2019, 9 a.m. - 1 p.m. in Victoria at the Victoria County 4-H Activity Center
- September 13, 2019, Noon - 4:30 p.m. in Fort Worth at the Tarrant County Extension Office
- October 11, 2019, Noon - 4:30 in College Station at the Thomas G. Hildebrand Equine Complex

## Choice Website Article

### The Marketing Mind Game

<https://cropwatch.unl.edu/2019/marketing-mind-game>

"Anxiety" and the "marketing mind game", I am sure we can all relate to losing focus and forgetting about common sense. This short read reminds us of a few helpful tips for easing the mind when it comes to marketing the season's crops. Hopefully, taking a few extra steps in one direction will allow more energy to be spent in other areas of our farming operations. We wish you all the best in the coming year.



**We Give a Warm Welcome to Justin Benaviez in Region I**  
**Benavidez Tapped to Fill AgriLife Extension Economist Position in Amarillo,**  
Written by Kay Ledbetter for *AgriLife Today*

The Texas A&M AgriLife Extension Service has hired Dr. Justin Benavidez to serve as the new economic specialist in Amarillo.

Dr. Mark Waller, acting head and associate head for AgriLife Extension in the department of agricultural economics, said Benavidez was picked from a strong pool of applicants.

“Dr. Benavidez rose to the top given his background with AgriLife Extension and applied research interests,” Waller said. “We felt his training and interests would match up very well with clientele needs, and he could build strong working relationships with agents, specialists and researchers in the region.”

Benavidez, a Tulia native, recently finished his doctorate and a fellowship with AgriLife Extension in Texas A&M University agricultural economics department and the Agriculture and Food Policy Center at Texas A&M in College Station.

“I’m glad to be coming back close to home and to be able to help and work with people who were my neighbors and will be again,” he said. “I’m excited about the practical research opportunities here in the Panhandle. There’s more production agriculture here in this region than almost anywhere else in the state or the country.

“I look forward to getting to work with producers on practical solutions that will help improve their situations.”

Benavidez said he grew up as a field scout for a crop consultant and was active in 4-H and stock shows. So, while he will have to spend some time getting reacquainted, he said he will use that baseline knowledge to begin working with producers.

One of his initial focuses, he said, will be helping producers plan for a future with declining water supplies.

“Doing the long-term planning to be prepared in advance rather than being reactionary is an important part of transitioning as we have to operate with less and less water,” Benavidez said. “I think this will be important sooner than most expect or would like to think about.”

Another area he plans to work with producers on is the intersection of wildlife and livestock diseases, which he has some experience with.

“Chronic wasting disease is making its appearance here in the Panhandle, and there are more invasive species entering into the livestock arena all the time, so I hope to help livestock owners prepare to deal with those financially,” he said.

Benavidez earned his bachelor's, master's and doctorate degrees at Texas A&M in agricultural economics, with specializations in livestock economics and agricultural policy. He also has a certificate in international trade and agriculture.

During his time as a graduate assistant, Benavidez provided research assistance for a U.S. Department of Agriculture grant to examine the economic impacts of pioneering beef processing technology to mitigate E. coli.

Benavidez made several presentations last year on the options and costs associated with cattle fever tick treatment. He also discussed options for splitting base acres under the farm bill, and the feasibility of installing biogas generation systems in Texas dairies.

Additionally, Benavidez served as an intern in the U.S. House of Representatives Committee on Agriculture. While there, he conducted econometric modeling and price prediction, as well as assisted in economic policy analysis, specifically, crop insurance and the actual production history adjustment, or APH.

He also built a database of county crop yields and developed a formula to identify counties that qualified for APH adjustment due to drought.

Among the honors he gained while at Texas A&M are:

- First place in the Agriculture and Applied Economics Association, Extension Section Graduate Student Competition.
- Texas A&M AgriLife Extension Graduate Fellowship.
- Sloan "Mentoring for Success in Research and Leadership" Fellow.
- Western Agricultural Economics Association Outstanding Senior Award.
- The department's Excellence in Academics and Leadership Award.

"I'm very excited to be here and working," Benavidez said. "Anyone who may have questions, I'm ready to get started, so just give me a call."

He can be contacted at (806) 677-5600 or [benavidezjustin@tamu.edu](mailto:benavidezjustin@tamu.edu)

## **FARM Assistance Update**

### **Steven Klose,**

Professor and Extension Economist,  
Department of Agricultural Economics,  
Texas A&M University

Our FARM Assistance group is involved in a number of farm management related projects and programs. One I'd like to highlight is our custom rates surveys. For over 40 years the Extension Agricultural Economics unit has been conducting surveys of current rates paid and received across the state for custom work. Custom operations in the survey include: tractor rental, field operations, chemical application, harvesting, land improvements, and many more. These custom rates results continue to be highly valuable and frequently requested information.

The 2018 results have just been released and all the surveys dating back to 1973 are available online at the Extension Agricultural Economics Home Page: <http://agecoext.tamu.edu/> Follow the Resources menu to the Custom Rate Survey page, or use this direct link: <http://agecoext.tamu.edu/crs>

We would like to thank all the participants for taking the time to complete the Custom Rates Survey. Some of you may have been part of a targeted participant group compiled with the help of county extension agents and extension economists across the state. Others may have participated through an online version open to the public. Outside of this survey, market information on specific custom work is very limited or non-existent. Moving forward, we plan to conduct and publish the survey every other year, and hope to continue an ongoing partnership with an engaged participant group. If you happen to be a participant in the survey, we greatly appreciate your time and effort. If you find the information valuable and would like to contribute to future surveys, your participation is welcomed. Just give us a call, or email: [sklose@tamu.edu](mailto:sklose@tamu.edu)

Contact FARM Assistance toll free  
at 1-877-TAMRISK or online at:  
[farmassistance.tamu.edu](http://farmassistance.tamu.edu)

# 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](mailto: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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