

# Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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## Master Marketer Highlights

### Beef Cattle Short Course

The 2019 Beef Cattle Short Course will be held August 5-7 on the Texas A&M University Campus in College Station, Texas and is nationally and internationally recognized as the largest attended beef cattle educational program of its type in the world. The "Cattleman's College" will feature more than 20 concurrent sessions and opportunities to receive pesticide CEUs and veterinarian CECs and BQA credits. Over 150 agriculture related businesses and trade show exhibitors will also be in attendance. For registration and more information, visit <https://beefcattleshortcourse.com/>

### Owning Your Piece of Texas

Agricultural law is an important topic for Texas landowners. This program provides attendees with information on a broad number of common issues facing landowners from water law to eminent domain, special use tax valuation to landowner liability, fence law to key estate planning documents, and more.

Speakers include Tiffany Dowell Lashmet, J.D. and Extension Ag Law Specialist with Texas A&M AgriLife Extension Service, alongside other area attorneys. All attendees are to receive a copy of the "Owning Your Piece of Texas: Top Laws Texas Landowners Need to Know" handbook and lunch provided by Ag Workers Insurance. More information and registration is available at [agriferegister.tamu.edu/landowners](http://agriferegister.tamu.edu/landowners)

- August 26, 2019, 8:30a.m.–3:00p.m. in Cat Spring at the Cat Spring Ag Hall (13035 Hall Rd)
- September 12, 2019, 8:30a.m.–3:00p.m. in College Station at the Thomas G. Hildebrand Equine Complex (3240 F&B Rd)

### Ranchers Leasing Workshops

Over 800 Texans have participated in these programs over the past two years with Tiffany Dowell Lashmet, J.D., and 100% would recommend it to a friend! In these half-day seminars, participants will be able to ask questions and interact with attorneys and economists. All participants receive their own copy of the "Ranchers' Agricultural Leasing Handbook", which contains checklists and sample lease language.

This unique program focuses specifically on grazing, hunting, and livestock leases. Program objectives include: (1) exploring the potential economic and strategic benefits of incorporating leases into operation, (2) understanding the importance of reducing agreements to written instruments, (3) gaining basic knowledge of contract law and common lease terminology, (4) developing strategies to evaluate, negotiate, and draft agricultural lease agreements, and (5) learning basics of landowner liability law and limited liability statutes. The \$50 registration fee includes lunch and more information can be found by visiting [agriferegister.tamu.edu/ranchers](http://agriferegister.tamu.edu/ranchers)

- August 28, 2019, 9:00a.m.–1:00p.m. in Victoria at the Victoria County 4-H Activity Center (259 Bachelor Dr)
- September 13, 2019, 12:00p.m.–4:30p.m. in Fort Worth at the Texas A&M AgriLife Extension Center of Tarrant County (200 Taylor St, #500)
- October 11, 2019, 12:00p.m.–4:30p.m. in College Station at the Thomas G. Hildebrand Equine Complex (3240 F&B Rd)

More "Master Marketer Highlights" are continued on Page 3.



## Choice Website - Economics for the Texas High Plains

**Justin Benavidez,**

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

The screenshot shows the Amarillo AgEcon website with a navigation bar and a main content area. The main content area features a table of market data for various commodities, a social media section with icons for Twitter, Facebook, and LinkedIn, and a 'WELCOME!' message. The table data is as follows:

Contract	Price*	Change**	Contract	Price*	Change**
▲ DEC Corn (\$/bu)	4.62	7.19%	▲ JUL Cotton (¢/lb)	66	0.56%
▲ JUL KHR Wheat (\$/bu)	4.756	6.30%	▼ AUG Live Cattle (\$/cwt)	104.4	-0.60%
▲ NOV Soybeans (\$/bu)	9.212	4.56%	▼ AUG Feeder Cattle (\$/cwt)	135.38	-2.71%
▼ JUL Light Crude Oil (\$/barrel)	52.86	-2.60%	▲ U.S. Dollar Index	97.54	0.93%

\* As of contract close on last trading day of the week. \*\* Change from week open to week close

There is plenty to discuss in the world of Texas High Plains agriculture this week. Corn contracts rose, cotton in the Texas High Plains is suffering from excess moisture, and Governor Greg Abbott signed legislation creating a state-regulated hemp industry. [\[Read more...\]](#)

Filed Under: High Plains Ag Week

The new Amarillo AgEcon Blog is a platform that provides regular updates to stakeholders in the world of agriculture on agricultural markets, research findings from agricultural economists, current issues facing the field of agriculture, and the implications of regularly released USDA reports. Additionally, you can find useful tools and links to helpful websites on the blog such as the District 1 Crop & Livestock Budgets and the Extension Agricultural Economics – Basis Data Website. We will also use the blog and social media under the Amarillo AgEcon banner to announce new tools and programs conducted by Texas A&M AgriLife Extension faculty and staff.

*There are two main types of blog posts on Amarillo AgEcon:*

*High Plains Ag Week* - These posts talk a bit about the market movement over the week in corn, wheat, cotton, and fat and feeder cattle. We'll also provide some insight into potential market movers and upcoming events for the following week. Additionally, we'll highlight interesting news stories from the week and provide a list of upcoming deadlines for things like insurance and USDA program signups.

*It Depends* - Where "High Plains Ag Week" will mostly be posts about current events, the series called "It Depends" functions more as an educational outlet. We'll look at current events or things we're reading about and find interesting, and examine them through the lens of economics. We hope to use "It Depends" to provide some answers to everyday questions from the world of economics, particularly as those questions relate to agriculture. On that note, if there are topics that you are interested in hearing about, please let us know!

Whether you're a farmer or rancher, in rural real estate, work in the commodity markets, provide products and services to producers, or you're just new to the field of agriculture and want to learn more, we've got something for you. You can find the blog at <https://agrilife.org/amarilloagecon/> follow us on Twitter @AmarilloAgecon and like us on Facebook at Amarillo AgEcon.

## Master Marketer Highlights, Continued from Page 1.

### Panhandle District QuickBooks Pro Shortcourses

Two QuickBooks Pro Short Courses will be held in the coming months. The trainings will be conducted by DeDe Jones of the Texas A&M AgriLife Extension Service's FARM Assistance Program. No prior computer experience is necessary to participate in the course and participants will learn to enter transactions and analyze costs and profits in this accounting program often used by agricultural lenders and producers. Registration is \$150 (due upon arrival) and includes computer use and teaching materials. Class size is limited to 15 and those planning to attend should RSVP to DeDe Jones at (806) 677-5667.

- August 21-22, 2019, 9:30a.m.-4:30p.m. in Amarillo at the Texas A&M AgriLife Research and Extension Center (6500 W Amarillo Blvd)
- September 11-12, 2019, 9:30a.m.-4:30p.m. in Lubbock at the Texas A&M AgriLife Research and Extension Center (1102 E FM 1294)

### TEPAP - The Executive Program for Agricultural Producers

TEPAP equips agribusiness leaders to develop professional management practices, improve family communication, and provide a path forward for business growth, transition, and succession planning. Class members come to TEPAP from all over the world to meet with faculty comprised of experts in the fields of business and academics. Class size is limited to enhance this learning environment that is built on dialogue and discussion, instruction, and interaction.

TEPAP 2020 is being held January 5-11 at the Omni Barton Creek Resort and Spa in Austin, Texas. Please call (979) 845-1772 if you have any questions. Applications will be accepted starting July 1, 2019, but enrollment is limited! Apply online at: <http://tepap.tamu.edu>

## FARM Assistance Update

### Steven Klose,

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



The FARM Assistance group is involved in a number of other projects around the Department of Agricultural Economics. One of those is coordinating the Twitter account for our Ag Economics Extension group. Hopefully you've seen it, but if not, I want to draw your attention to the communications outlet / social media presence on Twitter for the entire Extension Agricultural Economics Unit.

Follow us: @AgEcoExt

If you already use Twitter, you understand it is simply a news feed where you choose whose announcement feed (Tweets) you want to follow. What will you find on the @AgEcoExt Twitter? You will find announcements about upcoming meetings, comments on current events, posted links to recent newsletters/publications/videos/etc., and much more. Several of our Extension Ag Economics faculty are active on Twitter, and we will also re-post their highlights, sort of a one-stop-shop for all things Ag Economics. See our complete social media listing here: <http://agecoext.tamu.edu/social-media/>

And as always, check out our FARM Assistance financial planning services for individuals. Under the current market conditions, the financial road ahead will be challenging to say the least. We can help you keep an eye on the road ahead, and plan your financial strategies. Learn more at <https://farmassistance.tamu.edu/> give us a call at 1-877-TAMRISK, or contact me directly, Dr. Steven Klose at: [sklose@tamu.edu](mailto:sklose@tamu.edu)

# TEXAS A&M AGRI LIFE EXTENSION

2124 TAMU, College Station TX 77843-2124

**Prepared by:**  
**Emmy Kiphen, Extension Program Specialist and**  
**Dr. J. Mark Welch, Professor and Extension Economist-Grain Marketing**

**Department of Agricultural Economics,**  
**Texas A&M AgriLife Extension Service,**  
**Texas A&M System,**  
**College Station, TX 77843-2124**

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/>

The Texas A&M AgriLife Extension Service provides equal access in its programs, activities,  
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disability, age, genetic information, veteran status, sexual orientation or gender identity.

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