

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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Master Marketer Highlights

Cotton Market Outlooks

Dr. John Robinson is conducting his Cotton Market Outlooks throughout February. Be sure to check one out and hear what he has to say. The main points of his program include old crop futures influences with prices likely to range from 65 to 75 cents/lb; the 2020 crop outlook with similar demand influences but maybe fewer acres, and prices likely ranging higher from mid 60s to upper 70s; and the US-China trade dispute. Contact the local county extension agent for more information on the upcoming programs.

- Feb. 3 at the Dickens County Cotton Conference in Dickens, TX
- Feb. 4 at the Llano Escatado Cotton Conference in Muleshoe, TX
- Feb. 6 at the Cotton and Grain Marketing Workshop in Amarillo, TX
- Feb. 14 at the Cotton Expo in Dothan, AL
- Feb. 20 at the Northeast Panhandle Cotton Conference in Perryton, TX
- Feb. 25 at the Deaf Smith County Cotton Conference in Hereford, TX
- Feb. 26 at the Great Plains Cotton Conference in Wichita, KS

Developing This Year's Marketing Plan for Cotton and Feedgrains

With the primary objective to come away with a marketing plan for the upcoming year, the program will address fundamentals, technicals, seasonals, and marketing tools and strategies. This two-day program is slated for February 6-7 at the Texas A&M Research and Extension Center in Amarillo (6500 W Amarillo Boulevard). The program cost is \$125 and will run 9:00 a.m. – 4:00 p.m. for both days. Register online at: <https://agriferegister.tamu.edu/Grain>

Texas Agricultural Lifetime Leadership (TALL) Program

The TALL Program is seeking applicants for its new cohort, Class XVII. This two-year leadership development program is managed by the Texas A&M AgriLife Extension Service with Program Director, Dr. Jim Mazurkiewicz and invests 470 hours of intensive training in seminars, speakers, and domestic and international (Ukraine, Romania, Bulgaria) study trips. The mission of the program is to create a cadre of Texas leaders to ensure effective understanding and encourage positive action on key issues, theories, policy, and economics that will advance the agriculture industry. Participation cost is \$3,000 and participants include traditional crop producers, ranchers, bankers, and attorneys, as well as those who work in lumber, food processing, agricultural corporations, and horticultural industries. Applications are due March 15, 2020 and can be found online at <http://tall.tamu.edu> along with more information.

Texas Agriculture Law

Tiffany Dowell Lashmet, J.D. and Dr. Greg Kaase are leading a Ranchers Leasing Workshop in Abilene on March 31. This half-day workshop costs \$50/person and will focus on grazing, hunting, and livestock leases. Each participant will receive a copy of the Ranchers Leasing Handbook and have lunch provided by Ag Workers Insurance. Of the 1200+ Texans who have attended these workshops thus far, 100% have said they would recommend this program to a friend. For more information, contact Tiffany Dowell Lashmet at tdowell@tamu.edu or (806) 677-5681. To register, visit agriferegister.tamu.edu/ranchers or call Valerie at (979) 845-2604.



Welcoming Pancho Abello as the District 3 Economist **AgriLife Extension hires Abello as Economist in Vernon**

Written by Kay Ledbetter for *AgriLife Today*

Pancho Abello has returned to Texas and to the Texas A&M AgriLife Extension Service to fill the economist position at Vernon. Abello, a native of Argentina, comes to AgriLife Extension with 16 years of agricultural and livestock production experience. His professional background also includes consulting, extension service, financial, economic and agribusiness analyses, strategic planning for commercial farming and ranching operations, and agricultural investment funds.

“When I was getting my first master’s degree and working with Dr. James McGrann, I had a chance to learn and appreciate the role of Extension within the land-grant university system,” Abello said. “I respected so much what they were doing and the impact they were having with farmers and ranchers in Extension. The people I met in Extension were committed to making an impact, and I liked that. So, when this position was available, I knew it was my opportunity to come back and do that.”

Over the past 16 years, he has split his time between his education and working on a 17,000-acre farm and ranch operation in Argentina, which includes a cow/calf program as well as grow corn, wheat, sunflowers, soybeans and barley. Additionally, he has served as an agronomist and agriculture business consultant for a capital management fund in Argentina and other Latin American countries.

Abello earned his bachelor’s degree in agricultural production engineering at the Universidad Católica Argentina in Buenos Aires and two master’s degrees from Texas A&M University, one in agricultural economics and one in agribusiness. He worked for AgriLife Extension for two years while getting his second master’s degree. Working under Dr. Marco Palma as an extension associate, he was responsible for implementing the Texas MarketMaker website and MarketReady programs for small agricultural producers, fisheries, and agricultural markets.

Abello also spent time implementing marketing and management programs for small farmers and developing educational materials focused on managerial accounting and strategic marketing for farmers and ranchers and specialty crop producers. He worked with the Beef Cattle Standardized Performance Analysis and developed farm and ranch management information systems utilizing economic tools to measure the impact of livestock and crop producers’ decisions.

“I know I will work a lot with livestock producers in this region. There are some educational programs already in place, and I will continue those,” Abello said. He said he will also concentrate on strategic management for family business operations, supporting producers to make cost-effective decisions that maximize their long-term profitability and assisting with financial strategy and analysis and marketing for their businesses.

In addition, Abello said he will work with AgriLife Extension agents throughout the district and provide economic input for Texas A&M AgriLife Research projects. “I understand as a farmer and rancher myself and working with many others the situations producers face and hopefully understand what they are going through and how they think,” he said. “I look forward to using that experience to have an impact in my new position.”

Texas Agriculture Law Blog's 2019 Year in Review

Tiffany Dowell Lashmet, J.D.

Associate Professor and Extension Economist,
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Check out the condensed highlights from 2019 and read more on their developments at <https://agrilife.org/texasaglaw/2019/12/09/2019-year-in-review/>

Hemp: Before hemp can be produced under the provisions of the 2018 Farm Bill, there will have to be state-level production plans in place that have been approved by the USDA, or for states not planning to submit a state-level plan, growers will have to follow a federal USDA plan.

Beef Checkoff Litigation: Under the beef checkoff program, a mandatory \$1/head assessment is paid when cattle are sold. In certain states, half of that payment is retained by the qualified state beef council and the other half is remitted by the council to the national organization, the Cattleman's Beef Board. The requirement that producers pay checkoff money to their state's council has been challenged with the argument that the requirement violates the First Amendment saying that the state council is a private entity that engages in speech. The state beef councils argue that their messaging is not private speech but instead government speech. Further, plaintiffs argue about a mechanism allowing them to elect to have their full assessment paid to the Cattleman's Beef Board if the plaintiffs object to the messaging by their state beef council.

WOTUS Definition: "Waters of the United States" under the Clean Water Act gives federal jurisdiction to the Environmental Protection Agency and the US Army Corps of Engineers. As such, to do certain activities on a WOTUS, a federal permit is required. However, defining the meaning of "WOTUS" has been the source of legal disputes lasting several decades.

Groundwater as a Conduit: A major issue this year is whether indirect discharges from a point source into groundwater that eventually reaches a "Water of the United States" fall within the jurisdiction of the Clean Water Act. If so, a NPDES (National Pollutant Discharge Elimination System) permit would be required for each discharge. There have been a number of federal court rulings on this issue, which have created a circuit split.

Continued on Page 4.

FARM Assistance Update

Steven Kloze,

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

The FARM Assistance program has now been providing strategic planning services for 21 years. We have conducted over 2500 individualized analyses for farmers and ranchers across Texas. Repeated client feedback suggests that participants find three main benefits of the FARM Assistance process and analysis. First is the ability to evaluate the general financial outlook for their operation, answering the question: "Am I headed in the right direction?" Second, is the ability to compare the likely outcomes of significant changes to their operation, helping with big picture decisions and strategies. And finally, many people describe an improved ability to communicate their plans with managing partners, spouses, family, bankers, etc.

In response to specific evaluation questions over several years, 340 clients have indicated:

- 97% would recommend the program to another producer.
- 94% gained a better understanding of the financial aspects of their operation.
- 95% are better equipped to evaluate financial risks and impacts of alternative decisions.
- 94% believe that their management ability improved to benefit their bottom-line.

On average, participants expect a \$24,033 annual benefit from their participation.

Recently a few individuals shared the following thoughts:

"Always helpful and insightful, makes me money every time we do our analysis."

"The Program helps me in my decision making and their projections help me to see if I am continuing on the right path or whether to shift focus in a different direction."

"Been doing this for a while and I keep learning."

"We do not complete the strategic plan for the year until [we update] our Farm Assistance plan."

The agriculture industry is constantly changing. Keep a careful eye on the financial road ahead of you by checking out what our current clients have already discovered. Give us a call at 1-877-TAMRISK or learn more at www.farmassistance.tamu.edu

TEXAS A&M AGRI LIFE EXTENSION

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If you would like to receive this newsletter by email,
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/](http://agecoext.tamu.edu/programs/marketing-programs/master-marketer-program/newsletters/)

Educational Programs of Texas A&M AgriLife Extension Service are open
to all citizens without regard to race, color, sex, disability, religion, age,
or national origin.

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Texas Wheat Producers Board, and Capital Farm Credit.

Texas Agriculture Law Blog's 2019 Year in Review (Continued from Page 3)

Endangered Species Act Revisions:

The Department of the Interior announced significant changes to the Endangered Species Act including: (1) allowing consideration of economic impacts when determining whether a species should be listed as endangered; (2) requiring that a "critical habitat" be an area actually occupied by the listed species or for an unoccupied area a showing be made that the currently occupied area is inadequate to ensure survival; (3) the protections of animals deemed "endangered" will no longer automatically apply to species listed as "threatened"; and (4) to be listed as "threatened" factors considered must be "likely" to occur, rather than just foreseeable.