

TEXAS A&M AGRI LIFE EXTENSION

SCHEDULE

The Master Marketer Program
is set for
September 29-October 1,
October 14-15,
October 28-29, and
November 11-12, 2020

LOCATION

Texas A&M AgriLife
Research and Extension Center
2415 East Highway 83
Weslaco, TX

REGISTRATION INFORMATION

Registration is limited and will
begin July 1 online at
agriliferegister.tamu.edu

More information on the
upcoming risk management course
can be found at
mastermarketer.tamu.edu
or by contacting the
Extension Economist coordinators,
Mark Welch at
jmwelch@tamu.edu
or (979) 845-8011 and
Samuel Zapata at
samuel.zapata@ag.tamu.edu
or (956) 968-5581

Master Marketer 2020

The Master Marketer Program

Can you reduce risk and get more profit from your farm/
ranch operation? Over 1,200 participants have graduated
from the 30 Master Marketer programs since 1996 and
their 2-1/2 year post-evaluations indicate increased
returns to their bottom lines averaging 4.5% and \$35,000
per producer per year to the Master Marketer Program.
Evaluations show a consistent increase in understanding
and use of marketing concepts including budget analysis,
developing a marketing plan, general risk management, and
crop and livestock marketing strategies.

Risk Management Education Sessions:

- Futures and Options Markets
- Budgets and Breakevens
- Crop and Livestock
Fundamentals and Insurance
- Legal and Financial
Risk
- Weather
- Technical Analysis



*Funding has been provided by
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