Funding has been provided by USDA-RMA, Cotton Inc.-Texas State Support Committee, Texas Farm Bureau, Texas Grain Sorghum Producers, Texas Wheat Producers Board, and Capital Farm Credit

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

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

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