

# TEXAS A&M AGRI LIFE EXTENSION

## SCHEDULE

The Master Marketer Program  
is set for  
September 30-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](http://agriliferegister.tamu.edu)

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



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Texas Wheat Producers Board, and Capital Farm Credit*