

Master Marketer Newsletter

<http://mastermarketer.tamu.edu>

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Master Marketer Highlights

2021 Weslaco Master Marketer Course

Master Marketer will be held live and in Weslaco beginning September 28 with the Leveling Workshop kicking off the 2021 program at the Texas A&M AgriLife Extension Center (2401 East Highway 83, Weslaco). For those interested in this year's program, the program will follow the Leveling Workshop with: Session I – September 29 & 30; Session II – October 13 & 14; Session III – October 27 & 28; and Session IV – November 10 & 11.

For the first time in Master Marketer history, some in-person presentations will also be live-streamed and recorded for those who are unable to make the trip to Weslaco. Costs will remain at \$350 and will include noon meals, educational materials, and access to video recordings. Pre-registration will be available soon to the first 60 participants at <https://agrifiregister.tamu.edu/MasterMarketer> or by phone at (979) 845-2604.

The Master Marketer Program consists of 64 hours intensive marketing and risk management education for opportunities enabling Texas producers the possibility to improve their bottom line. Sessions are taught at a highly applied level while combining creative teaching and learning concepts to get successful results. Sessions are taught by some of the best speakers concerning topics involving weather, crop insurance strategies, financial management, futures markets, technical analysis, marketing plans, legal issues, and grain, cotton, and livestock fundamentals.

More information can be found at <http://mastermarketer.tamu.edu/> or by contacting Samuel Zapata at samuel.zapata@ag.tamu.edu and (956) 968-5581 or Mark Welch at jmwelch@tamu.edu and (979) 845-8011.

A special thank you to all our sponsors for their continued support in making this program a success: Texas Farm Bureau, Cotton Inc.-Texas State Support Committee, Texas Grain Sorghum Producers Board, Texas Wheat Producers Board, USDA-Southern Risk Management Education Center, and Texas A&M AgriLife Extension Service.

Beef Cattle Short Course

The nationally and internationally recognized beef cattle educational program, the "Texas A&M Beef Cattle Short Course" will be held live in College Station, August 2-4 and is expected to draw in 1700 participants. The Cattlemen's College features more than twenty concurrent sessions with subjects ranging from animal health, nutrition, reproduction, breeding, genetics, purebred cattle, and selection all the way to research, marketing, handling, business, forage, range, landowner issues, and fence building. Sessions are designed for everyone, including the newest member of the industry as well as the most seasoned producer. Pesticide CEUs and veterinarian CECs are available to attendees. Additionally, 150 agriculture related businesses and trade show exhibitors attend the annual course. Registration and additional information can be found at <https://beefcattleshortcourse.com/>

Generation Next: Our turn to Ranch

Registration is now open for the "Generation Next: Our turn to Ranch" online course at <http://bit.ly/OurTurntoRanch>. The 12-week program runs from August 16 – November 7 and is limited to the first 100 registrants. Cost is \$300 and will allow participants to work towards developing a business plan with support from professionals who specialize in areas such as tax implications, insurance needs, grazing and wildlife leases, land management techniques and resources, alternative ranching, ecotourism opportunities, and direct marketing. Participants can plan to spend around two hours a week on the lesson activities which will build on a plan useful for their operation.

Because land throughout Texas is changing hands all the time, the "Generation Next" curriculum is designed for new landowners, those who are inheriting land, and those who want to start a new agricultural operation on an existing ranch. Participants will gain the knowledge to set goals with measurable objectives for success when learning from specialists on how to start an agricultural business, track finances, and evaluate land resources. Past participants have said that the course presentations were easy to follow, informative, and professional.

2021 Weslaco Master Marketer Course Speaker Lineup



Dr. David P. Anderson is a Professor and Extension Economist - Livestock and Food Products Marketing in the Department of Agricultural Economics at Texas A&M University. His extension education and research activities are in livestock and food products marketing and policy. Prior to his position at Texas A&M, Dr. Anderson was a livestock economist at the Livestock Marketing Information Center in Denver.



Alan Brugler is the President of Brugler Marketing & Management, and the primary analyst and advisor. Beginning in 1992, he served as Senior Analyst and then Director of Research and editor of DTN AgDaily for 10 years, writing an estimated 10,000 marketing columns. Mr. Brugler started Brugler Marketing & Management LLC in May 2002. Brugler Marketing & Management LLC is a well known commodity market analysis and advisory firm with clients throughout the United States and internationally.



Tiffany Dowell Lashmet, JD is an Associate Professor and Extension Specialist in Agricultural Law in the Department of Agricultural Economics at Texas A&M University. She grew up on a family farm and ranch in Northeastern New Mexico where her family raised sheep, cattle, alfalfa, wheat and milo. Prior to coming to Texas A&M, Mrs. Dowell Lashmet was engaged in private practice, working at a complex litigation firm in Albuquerque, New Mexico.



Dr. Bart Fischer is a Research Assistant Professor and Co-Director of the Agricultural and Food Policy Center in the Department of Agricultural Economics at Texas A&M University. His applied research focuses on solving real-world policy problems for agricultural producers and on anticipating potential policy changes for Congress to consider. Before joining the university, Dr. Fischer served more than 8 years at the Committee on Agriculture in the U.S. House of Representatives, most recently as the Deputy Staff Director & Chief Economist under the leadership of Ranking Member K. Michael Conaway (TX-11).



Darrell Holaday is a private marketing/management consultant. Mr. Holaday has served as Manager of the Kansas Agricultural Marketing Association where he developed educational programs on marketing and management; published Market \$en\$, a weekly market information newsletter, and advised producers writing Kansas Farm Bureau's individualized consulting service.



Mel Kleiman is an internationally-recognized authority on how to hire and retain the best frontline, hourly employees, certified speaking professional and certified consultant to management. For more than 30 years, his simple philosophy has always been: Hire Tough, Manage Easy.



Dr. Steven Klose is a Professor and Extension Economist – Risk Management, and co-coordinator of the FARM Assistance program, in the Department of Agricultural Economics at Texas A&M University supporting the broad Texas Risk Management Education Program efforts of the Texas A&M AgriLife Extension Service. Building on the department's solid foundation of farm level simulation modeling, he is responsible for the research, design, and development of the FARM Assistance Model. Dr. Klose is also a member of the Agricultural and Food Policy Center and works with this group in the areas of applied policy research and farm level simulation modeling.



Dr. Joshua McGinty is an Associate Professor and Extension Specialist - Field Crops and Forages in the Department of Soil and Crop Sciences at Texas A&M University. Dr. McGinty provides leadership for Extension programming and applied research in field crops and forages for the Texas Gulf Coast and Lower Rio Grande Valley. His research and education programs emphasize weed management, crop variety testing and selection, nutrient management, site-specific management, and other crop management technologies.



Dr. John Nielson-Gammon is a Regents Professor of Atmospheric Sciences at Texas A&M University, a fellow of the American Meteorological Society, and also serves as the Texas State Climatologist. He does research on various types of extreme weather from droughts to floods, as well as air pollution and computer modeling. As Texas State Climatologist, Dr. Nielson-Gammon helps the State of Texas make the best possible use of weather and climate information, through applied research, outreach, and service on state-level committees.



Dr. Joe Outlaw is a Regents Fellow, Professor and Extension Economist, and Co-Director of the Agricultural and Food Policy Center in the Department of Agricultural Economics at Texas A&M University. He frequently interacts with members of Congress and key agricultural committee staff to provide feedback on the likely consequences of agricultural policy changes.

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Dr. Outlaw's extension education and applied research activities are focused on assessing the impacts of farm programs, risk management tools, renewable energy, and climate change legislation on U.S. agricultural operations.



Dr. John Robinson is a Professor and Extension Specialist – Cotton Marketing in the Department of Agricultural Economics at Texas A&M University. Dr. Robinson's educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues. He is a member of the American Agricultural Economics Association and the Southern Agricultural Economics Association.



Raven Spratt has been an ag insurance agent for over eleven years and at Diamond S Insurance, she services Texas, Oklahoma, New Mexico, Arkansas, Kansas and Missouri. From equipment and machinery to crops and livestock, Diamond S Insurance writes a broad range of insurance coverages and provides detailed analysis and recommendations of operations' plans and needs.



Dr. Edward Usset is a Research Fellow in the Department of Applied Economics at the University of Minnesota. He also serves as a Grain Marketing Specialist for the Center for Farm Financial Management, and the coordinator of the Minnesota Master Marketer Program. Working with colleagues at the Center for Farm Financial Management and in Extension, Dr. Usset has helped develop the award winning "Winning the Game" series of workshops.



Dr. Mark Welch is a Professor and Extension Economist – Grain Marketing in the Department of Agricultural Economics at Texas A&M University. His research and Extension appointment is focused on the interests of all stakeholders in the Texas grain industry, particularly in the areas of risk management and market analysis. Dr. Welch is known for providing relevant, timely, and research-based market and management information to the people of Texas.



Dr. Samuel Zapata is an Assistant Professor and Extension Economist – Management located at the Texas A&M Research and Extension Center in Weslaco serving the 20-county area of the South Extension District. Dr. Zapata develops and coordinates Extension educational programs and applied research related to Farm Management and Marketing by providing technical expertise and educational materials for producers, Extension agents, specialists, clientele, and organizations.

FARM Assistance Update

Steven L. Klose,

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

Constant change. Looking through past newsletters, it is amazing how often we mention change. Obviously, the last 18 months or so have been a rollercoaster. But even outside of recent events, we are perpetually looking for (or reacting to) changing commodity markets, new trade negotiations, changing production costs, changing farm policy, changing climate, changing diapers. OK, we rarely discuss that last one in this spot, but it too requires your constant attention. And that is exactly the point, your business strategy needs constant attention. In any business and in particular agriculture, the world around you is ever changing. If your strategies and plans are not anticipating and adapting, you will soon find yourself playing catch up and/or under a large pile of... diapers.

Strategic financial planning is an ongoing exercise. Many of our clients update their analysis each year, constantly evaluating their financial situation and outlook to be better prepared. If it has been a while since you conducted an analysis with us, there is no doubt much has changed in and around your operation. Or maybe you have never formally analyzed an outlook of your profit/cashflow/equity future. No one knows exactly what the future holds, but now is always a good time to evaluate and re-evaluate the financial outlook for your operation and prepare for the possibilities. Contact FARM Assistance toll free at 1-877-TAMRISK or online at: farmassistance.tamu.edu

Choice Website

"Texas + Water" Monthly Outlook

**[https://texaspluswater.wp.txstate.edu/
category/water-outlook/](https://texaspluswater.wp.txstate.edu/category/water-outlook/)**

Published in part by the Texas A&M Natural Resources Institute, this monthly outlook provides information on Texas water science, policy, and law issues. Written by Robert Mace, the outlooks use the US Drought Monitor for Texas and look into current drought conditions, reservoir storage situations, hurricane season, and the La Nina cycle. Featuring a free email subscription, top news, events, research, and data involving all things water can be delivered straight to your inbox.

TEXAS A&M AGRI LIFE EXTENSION

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If you have any 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/>

The Texas A&M AgriLife Extension Service provides equal access in its programs, activities,
education and employment, without regard to race, color, sex, religion, national origin,
disability, age, genetic information, veteran status, sexual orientation or gender identity.

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