

TEXAS A&M AGRI LIFE EXTENSION

DATE

October 1-2, 2024
9am - 4pm
Lunch Served Each Day

LOCATION

El Campo Civic Center
2350 North Mechanic Street
El Campo, Texas

REGISTRATION INFORMATION

Registration is limited & online at
[agriliferegister.tamu.edu/
mastermarketer](http://agriliferegister.tamu.edu/mastermarketer)

More information on the
risk management course
can be found at
mastermarketer.tamu.edu

Please contact the
Extension Economist Coordinators
for additional information:

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Master Marketer 2024

Building a Marketing Program

Can you reduce risk and get more profit from your farm/ranch operation? Over 1,600 participants have graduated from the 33 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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