

# TEXAS A&M AGRI LIFE EXTENSION

## DATE

February 12-13, 2025  
9am - 4pm  
Lunch Served Each Day

## LOCATION

Amarillo Research  
and Extension Center  
6500 West Amarillo Boulevard  
Amarillo, Texas

## REGISTRATION INFORMATION

Registration is limited & online at  
<https://tx.ag/MMAmarillo2025>

More information on the  
risk management course  
can be found at  
<https://MasterMarketer.tamu.edu>

Please contact the  
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# Master Marketer 2025

## 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 34 Master Marketer programs since 1996. Two year follow-up evaluations indicate increased returns to operational bottom lines averaging 4.5% and \$35,000 per producer per year. Evaluations also 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 Fundamental and Technical Analysis
- Legal and Financial Risk
- Weather
- Crop Insurance



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Texas Grain Sorghum Producers  
Texas Wheat Producers Board*