

TEXAS A&M AGRI LIFE EXTENSION

DATE

February 27-28, 2025
9am - 4pm
Lunch Served Each Day

LOCATION

Lubbock Research
and Extension Center
1102 East Farm Road 1294
Lubbock, Texas

REGISTRATION INFORMATION

The registration fee is \$50
and payable online at

<https://tx.ag/MMLubbock2025>

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

Please contact the
Extension Specialists
for additional information:

Mark Welch
jmwelch@tamu.edu
(979) 393-0891

Andrew Wright
andrew.wright@ag.tamu.edu
(806) 746-6101

Emmy Kiphen
emmykiphen@tamu.edu
(979) 393-0890

Master Marketer 2025

Building a Marketing Plan for Cotton

Can you reduce risk and get more profit from your farm/
ranch operation? Over 1,700 participants have graduated
from the 34 Master Marketer programs since 1996. 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 Fundamental and
Technical Analysis
- Legal and Financial
Risk
- Weather
- Crop Insurance



*Funding has been provided by
Texas A&M AgriLife Extension Service
Cotton Inc.-Texas State Support Committee
Texas Farm Bureau
Texas Grain Sorghum Producers
Texas Wheat Producers Board*