

TEXAS A&M AGRI LIFE EXTENSION

DATE

April 23-24, 2025
9am - 4pm
Lunch Served Each Day

LOCATION

Weslaco Research
and Extension Center
2415 East Business 83
Weslaco, Texas

REGISTRATION INFORMATION

The \$50 registration fee is payable at
<https://tx.ag/MMWeslaco2025>

More information is available at
<https://MasterMarketer.tamu.edu>
or by contacting:

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Master Marketer 2025

Building a Marketing Plan: Cotton, Grain & Livestock

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
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Cotton Inc.-Texas State Support Committee
Texas Farm Bureau
Texas Grain Sorghum Producers
Texas Wheat Producers Board*