

# TEXAS A&M AGRI LIFE EXTENSION

## DATE

February 11-12, 2026  
9am - 4pm  
Lunch Served Each Day

## LOCATION

Texas A&M AgriLife  
Research and Extension Center  
3211 Russell Long Boulevard  
Canyon, Texas

## REGISTRATION INFORMATION

The \$50 registration fee is payable at  
<https://tx.ag/MMCanyon2026>

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

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# Master Marketer 2026

## Building a Marketing Plan: Cotton, Grain & Livestock

A robust farm risk safety net in 2026 is more essential than ever. Agriculture faces increasing volatility from climate change, market disruptions, and shifting policy landscapes. Crop insurance programs offer critical protection against unpredictable losses, helping farmers stabilize income and recover from disasters. Government-backed initiatives, including commodity support and disaster relief programs, provide additional layers of security. Financial education remains the linchpin: empowering farmers to understand risk management tools, navigate complex insurance options, and make informed decisions about their operations. Since 1996, Master Marketer participants have reported increased comprehension of marketing concepts, development of marketing plans, and the adoption of key risk management practices.

## Risk Management Education Sessions:

- Budgets and Breakevens
- Crop and Livestock Outlooks
- Farm Policy
- Production Strategies
- Financial Risk
- Weather
- Crop Insurance



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Texas A&M AgriLife Extension Service  
Cotton Inc.-Texas State Support Committee  
Texas Farm Bureau  
Texas Grain Sorghum Producers  
Texas Wheat Producers Board