

TEXAS A&M AGRI LIFE EXTENSION

DATE

March 4-5, 2026
9am - 4pm
Lunch Served Each Day

LOCATION

Texas A&M AgriLife
Research and Extension Center
1102 East Farm Road 1294
Lubbock, Texas

REGISTRATION INFORMATION

The \$50 registration fee is payable at
<https://tx.ag/MMLubbock2026>

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



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