

# Master Marketer

## 2017

### The Master Marketer Program

Can you reduce risk and get more profit from your farm/ranch operation?

Sponsored by  
 Texas A&M AgriLife Extension Service  
 Texas Corn Producers Board  
 Texas Farm Bureau  
 Texas Grain Sorghum Producers Board  
 Texas Wheat Producers Board  
 Cotton State Support Committee  
 Risk Management Agency/USDA  
 Capital Farm Credit

Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age or national origin.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating

Master Marketer graduates report a consistent increase in their understanding and willingness to use marketing concepts ranging from budget analysis, developing a marketing plan, general risk management, and crop and livestock marketing strategies. To date, surveys of over 1,000 Master Marketer graduates since 1996 attribute increased returns on average of 4.7% or \$34,806 per participant per year to the Master Marketer program.

#### What is Master Marketer?

Master Marketer is a risk management curriculum made up of 64 hours of intensive marketing education conducted over 8 weeks, focused on increasing comprehension of key marketing concepts. The goal is to equip participants to develop a marketing plan, adopt good marketing practices, and increase the use of basic tools of market analysis (e.g., fundamentals, seasonals, technicals) with the goal of increasing gross farm revenue by 2.5 to 5%.

#### When:

Leveling Workshop: Monday, September 18

Session I: Tuesday, September 19 – Wednesday, September 20

Session II: Monday, October 2 – Tuesday, October 3

Session III: Monday, October 16 – Tuesday, October 17

Session IV: Monday, October 30 – Tuesday, October 31

#### Where:

Medina County J.P. Court Precinct 2  
 8366 FM 471 South  
 Castroville, Texas 78009  
 South of Hwy 90 on FM 471 (across from Medina Valley Middle School)

#### Why Should I Be Interested?

The Master Marketer curriculum covers a wide range of risk management topics: budgets and breakevens, marketing, crop insurance, legal risk, financial risk, and weather. Several founding principles make the Master Marketer Program successful. First, all subject matter is taught at a highly applied rather than theoretical level so producers see the relevance of what is being taught. Second, a combination of teaching techniques is utilized to maximize learning effectiveness including lecture, problem solving, small group work, and simulation exercises.

The program is taught by the best instructors available. Speakers are selected on the basis of their expertise and communication skills, regardless of university affiliation. And finally, spreading the program out over 8 weeks provides time for program content to sink in, for participants to return with questions, consideration of a wide range of what if scenarios, and relationship building and networking.

#### How Is Master Marketer Funded?

Registration fees pay only a small portion of program costs. Master Marketer would not be possible without the generous and consistent financial support from Texas Farm Bureau, Texas Corn Producers Board, Cotton State Support Committee, Texas Wheat Producers Board, Texas Grain Sorghum Producers Board, USDA/RMA, Capital Farm Credit, and area agribusinesses.

#### What Do Previous Graduates Say?

Comments are from the last Master Marketer Program in Abilene, Texas, January – March 2016.

- *This class was very helpful to a young farmer like myself. I entered the corn market when it was \$8 and never expected this. This class showed me different tools to use to at least show me different ways to protect myself. I like how speakers were so open to talk to use.* Kyle Frerich, Dallam County

- *The Master Marketer workshop is a very useful tool. Great speakers and great information. . . .a great job of organizing and presenting information that will be practical and useful for me as a producer.* David Pinkerton, Hale County

#### How Do I Register?

Register online at <https://agriliferegister.tamu.edu>, keyword search Master Marketer, beginning July 1, 2017.

You may also complete the registration form and mail to:

Texas A&M AgriLife Extension Conference Services  
 2139 TAMU  
 College Station, TX 77843-2139

For more information or questions related to the registration process, please call 979-845-2604 or email [agriliferegister@tamu.edu](mailto:agriliferegister@tamu.edu).

#### What Will Be Taught

Master Marketer consists of a one-day optional session and four two-day sessions.

#### LEVELING WORKSHOP (Optional): Basics of Futures and Options Markets

The optional one-day Leveling Workshop reviews the basics of futures and options markets. It is assumed that Master Marketer participants have at least a working knowledge of futures and options markets. The Leveling Workshop provides a foundation for those who do not and a refresher for those that need it.



**Dr. Mark Welch** is an Associate Professor and Extension Economist-Grain Marketing in the Department of Agricultural Economics at Texas A&M University. His research and Extension appointments are focused on the areas of risk management and market analysis.

**Dr. Robert Hogan** is an Associate Professor and Extension Economist in District 10. Dr. Hogan's program covers economically related information and applied research in management, marketing, and policy for farmers and ranchers, merchandisers, processors, and lenders in Southwest Texas.



#### SESSION I: Review of Market Basics (budgets, breakevens, seasonality, and the importance of a marketing plan), Climate and Weather Outlook, Policy

Session I establishes the foundation of price risk management starting with the importance of having a marketing plan. Basic pricing marketing tools and marketing strategies are presented including a discussion of seasonality. An afternoon is spent talking about how climate impacts the weather outlook. The evening session is an update on Ag Policy. On day two, participants break into commodity groups and begin development of a specific marketing plan for the coming year. These groups meet at the end of each two-day session to further refine these marketing plans.



**Dr. Edward C. Usset** teaches several courses at the University of Minnesota, including "Grain Marketing Economics" and "Futures and Options Markets." He also serves as a Grain Marketing Specialist for the Center for Farm Financial Management and Coordinator of the Minnesota Master Marketer Program.

**Dr. S. Elwynn Taylor** is an Extension Climatologist at Iowa State University. He is well known for his analysis of weather influence upon crop yields. He is widely recognized for his clear explanations of the complexities of long-term weather variability.



**Dr. Joe Outlaw** is a Regents Fellow, Professor and Extension Economist, and Co-Director of the Agricultural and Food Policy Center at Texas A&M University. Dr. Outlaw focuses on assessing the impacts of farm programs, risk management tools, renewable energy, and climate change legislation on U.S. agricultural operations.



**Dr. Stephen H. Amosson** is a Regents Professor and Extension Economist-Management based in Amarillo. Dr. Amosson's program covers a wide area of emphasis, ranging from marketing to water management with emphasis on developing educational resources and applied research in marketing, management, finance, policy, and community development.



**Dr. Samuel D. Zapata** is an Extension Economist located at the Weslaco Texas A&M AgriLife Research and Extension Center. He develops and coordinates Extension educational programs and applied research related to Farm Management and Marketing.

## SESSION II: Wildlife Management, Legal Issues, Livestock Fundamentals, Crop and Livestock Insurance

The two-days of Session II cover management issues related to wildlife and eco-tourism as well as the supply and demand fundamentals of the livestock market. A broad range of legal issues are discussed as well as specifics related to crop and livestock insurance products.



**Dr. John Tomecek** is an Assistant Professor and Extension Wildlife Specialist based in San Angelo, Texas. Dr. Tomecek specializes in research and education on a variety of issues, especially nuisance animals (overabundant deer, predatory animals, crop pests), the management of game animals, and wildlife disease concerns.

**Tiffany Dowell-Lashmet, J.D.** is an Assistant Professor and Extension Specialist for the Texas A&M AgriLife Extension Service based in Amarillo, Texas. Her focus is on legal issues impacting Texas landowners and agricultural producers including leases, water law, oil and gas law, pipeline easement negotiations, and landowner liability.



**Dr. David P. Anderson** is a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. His research and Extension education activities are in livestock and food products marketing and policy.



**William J. Thompson** is an Assistant Professor and Extension Economist with Texas A&M AgriLife Extension Service and the Department of Agricultural Economics at Texas A&M University based in San Angelo. His research interests include farm and ranch management, analysis, and marketing.



**Raven Spratt** is the Senior Crop Insurance Agent for Capital Farm Credit Agri-Insurance based in Pampa, Texas. She is responsible for selling and servicing agriculture insurance policies with the core responsibility of maintaining working relationships with current and prospective clients.



**Dr. G.A. (Art) Barnaby** is a Professor of Agricultural Economics at Kansas State University in Manhattan, Kansas. His program emphasis includes financial planning, government commodity programs, risk, and crop insurance. Dr. Barnaby has worked extensively with the private crop insurance industry, FCIC, and farm commodity groups on crop insurance issues.



**Dr. Darren Hudson** is the Larry Combest Endowed Chair in Agricultural Competitiveness and Director of the Cotton Economics Research Institute at Texas Tech University. Dr. Hudson's primary research areas have been in price analysis, consumer demand policy, and international trade.



## SESSION III: Technical Analysis and Cotton and Grain Fundamentals

Session III is devoted to technical analysis and cotton and grain fundamentals. With the influence of managed money and high frequency trading on electronic trading platforms, an understanding of trading tools implemented by speculators in futures markets is an important element of price risk management. Following the discussion of cotton and grain fundamentals, participants get to practice their marketing skills in a cotton/grain/livestock marketing simulation exercise, based on a real marketing year from history.



**Alan Brugler** has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was a DTN Director of Market Analysis and spent ten years as a research and commodity strategist. He has presented some 750 seminars on fundamental and technical market analysis methods, options, and market outlooks in the U.S. and Canada.



**Dr. John Robinson** is a Professor of Agricultural Economics and Extension Economist-Cotton Marketing Specialist at Texas A&M University in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.



For questions or additional information, contact Mark Welch at (979-845-8011; [jmwelch@tamu.edu](mailto:jmwelch@tamu.edu)); or Rob Hogan at (830-278-9151, Ext. 288); [rhoghan@ag.tamu.edu](mailto:rhoghan@ag.tamu.edu).  
Web address: [mastermarketeer.tamu.edu](http://mastermarketeer.tamu.edu).

**Texas A&M AgriLife Extension Conference Services**  
2139 TAMU  
College Station, Texas 77843-2139  
Phone: 979-845-2604

Registration begins July 1, 2017. Applications will be accepted for up to 60 participants or until

**September 15, 2017**

## SESSION IV: Working with a Broker, Working with a Lender, Vegetable Market Outlook, and Tying It All Together

The final session includes factors to consider when working with a broker and a lender and a financial market overview. Fundamentals of vegetable marketing will be discussed and the evening session presents the Farm Assistance program. The last day's session ties all the material together with an emphasis on marketing plan development and implementation.



**Dr. Danny A. Klinefelter** specializes in agricultural finance and management development. He is a business columnist for DTN, Chairman of the advisory board for Farm Journal Media's Top Producer Executive Network and a member of the board of AgTexas Farm Credit Services. Danny spent 10 years in commercial banking in the Farm Credit System.



**Dr. Marco Palma** is an Associate Professor and Extension Economist at Texas A&M University. His responsibilities include extension educational programs and applied research in Horticultural Marketing including individual and team efforts to plan, develop, implement and evaluate curricula, extension educational programs and applied research related to the strategic marketing, risk management and policy/trade issues facing horticultural and nursery industry clientele.



**Dr. Steven Klose** is an Associate Professor and Extension Economist at Texas A&M University. He is the coordinator of the Farm Assistance Program, supporting the broad Texas Risk Management Education Program efforts of the Texas A&M AgriLife Extension Service. His responsibilities include research, design, and development of the FARM Assistance Model and provide strategic decision information to Texas agricultural operations.



**Mac Young** is an Extension Program Specialist-Risk Management for Districts 11 and 12 with the Texas A&M AgriLife Extension Service in Corpus Christi, Texas. His current focus is on assisting crop and livestock producers in measuring risk and understanding the economic impacts of alternative risk management strategies, new technology, and changing agricultural policies on their operations.



**Darrell D. Holaday** is a private marketing/management consultant. He has served as Manager of the Kansas Agricultural Marketing Association where he developed educational programs on marketing and management; published *Market \$en\$e*, a weekly market information newsletter, and advised producers within Kansas Farm Bureau's individualized consulting service.

## Registration Form

### Master Marketer Program - \$350

Register Online: <https://agriliferegister.tamu.edu>  
Keyword Search: Master Marketer

Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Phone: \_\_\_\_\_ / \_\_\_\_\_  
Fax: \_\_\_\_\_ / \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please specify information about your operation:

Location (county): \_\_\_\_\_

Occupation: \_\_\_\_\_ Producer; Other \_\_\_\_\_

Commodities produced:

Crops (acres)	Livestock (head)
Corn	Cow/Calf _____
Wheat	Stocker _____
Sorghum	Sheep _____
Cotton	Goats _____
Rice	Other _____
Other	

Please describe any previous marketing courses taken or training received:  
\_\_\_\_\_  
\_\_\_\_\_

What marketing tools do you currently use?  
\_\_\_\_\_  
\_\_\_\_\_

For questions or additional information, contact Mark Welch at (979-845-8011; [jmwelch@tamu.edu](mailto:jmwelch@tamu.edu)); or Rob Hogan at (830-278-9151, Ext. 288); [rhoghan@ag.tamu.edu](mailto:rhoghan@ag.tamu.edu).

Web address: [mastermarketeer.tamu.edu](http://mastermarketeer.tamu.edu).

Check (payable to Texas A&M AgriLife Extension Service)

Mastercard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_

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