

TEXAS A&M AGRI LIFE EXTENSION

SCHEDULE

The Master Marketer Program is set to be in person on January 25-27, February 9-10, February 23-24, and March 9-10, 2022 with morning sessions to be offered through Zoom as well

LOCATION

Texas A&M AgriLife
Extension Center
6700 W Amarillo Blvd
Amarillo, TX

REGISTRATION INFORMATION

Registration is limited and can be found online at agriliferegister.tamu.edu/AgEco

More information on the upcoming risk management course is available at mastermarketer.tamu.edu or by contacting the Extension Economist coordinators, Mark Welch at jmwelch@tamu.edu or (979) 845-8011 and Justin Benavidez at benavidezjustin@tamu.edu or (806) 677-5600

Master Marketer 2022

The Master Marketer Program

Can you reduce risk and get more profit from your farm/ranch operation? Over 1,600 participants have graduated from the 32 Master Marketer programs since 1996 and 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 and Livestock Fundamentals and Insurance
- Legal and Financial Risk
- Weather
- Technical Analysis



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USDA-Southern Risk Management Education Center,
Cotton Inc.-Texas State Support Committee,
Texas Farm Bureau, Texas Grain Sorghum Producers,
Texas Corn Producers, and Texas Wheat Producers Board*