

Marketing Savvy Pays

THE MASTER MARKETER PROGRAM



Q: How can you get more profit from your farm/ranch operation?

Answer Inside

sponsored by
Texas AgriLife Extension Service
Texas Corn Producers Board
Texas Farm Bureau
Cotton State Support Committee
Risk Management Agency/USDA
Texas Extension Education Foundation

A: Marketing education and training pay dividends that will directly improve your bottom line! Previous graduates report their incomes have increased, on average, more than \$33,000 per year.

What is the Master Marketer Program?

This program is designed for agricultural producers and agribusiness leaders experienced in marketing commodities and having some knowledge of futures and options markets. The course contains 64 hours of intensive marketing training, focusing on cotton, wheat, livestock, and feedgrains.

When: I: Jan. 21-22 III: Feb. 18-19
II: Feb. 4-5 IV: Mar. 4-5

Where: 4-H Center, San Angelo, Texas

Why Should I Be Interested?

Profit and Risk. The political movement towards free trade throughout the world, coupled with changing farm program supports, have led to greater price volatility. These changes necessitate a renewed emphasis on marketing skills. Producers who understand market forces and alternative marketing techniques will have a clear advantage in the future.

A little improvement in marketing skills can mean a lot to a producer's bottom line. A commercial producer who increases his net price just 2.5 percent to 5 percent will increase net returns before taxes by \$10,000 to \$50,000 a year, depending on size of operation.

What Will be Taught?

The course, offering a range of topics aimed at enhancing marketing skills, will be approached from a real-world standpoint using numerous case-study examples and simulated problems. Subjects will include:

- Development and implementation of a marketing plan
- Basic and advanced marketing strategies
- Fundamental and technical analysis
- Value added and alternative marketing mechanisms
- Marketing discipline
- Weather impact on market prices

Anyone who doesn't feel they are already at the intermediate to advanced level should attend the free futures and options leveling workshop being held on January 20, 2009, before the beginning of the Master Marketer Program.

Who Will Be the Instructors?

Master Marketer Program instructors come from the faculty of the Texas AgriLife Extension Service, numerous other universities and private industry. Their outstanding expertise and communication skills rank them among the best in the country.

What Do Previous Graduates Say?

- *If production agriculture is your business, the Master Marketing Program is a must.* - E.C. Crump, Clay County
- *This is a great program. We in production agriculture know production, however, we must learn to market.* - Terry McAlister, Wichita County
- *There is not a doubt in my mind that every producer that is full time farming or ranching will have to know and use the knowledge that we learned in Master Marketing to survive in the next 5 years and the future.* - Bob Young, Baylor County
- *The Master Marketer Program: An excellent risk management intensive study - a must for any progressive ag producer today that is professionally oriented.* - Ted Harter, Parker County
- *This is an excellent program; very relevant, much needed, professionally presented, logically presented.* - Freddie L. Duame, Wichita County

How Do I Apply?

Complete the attached application and enclose a check for \$250 payable to TCE #222100-60025. Please send both by **January 12, 2009** to Bill Thompson, 7887 US Highway 87 N, San Angelo, Texas 76901-9714.

If you would like to use a credit card and register over the Internet, please go to the following Internet address: <http://AgriLifeEvents.tamu.edu>.

Since the Master Marketer Program involves intensive hands-on training, enrollment will be limited to 60 participants.

How Is This Program Funded?

Registration fees only pay for a small portion of the program cost. Grants from the Texas Corn Producers Board, Texas Farm Bureau, the Cotton State Support Committee, and Risk Management Agency/USDA make this program possible. Other significant contributors include area agribusinesses.

SESSION I: Review of Basics

The first two-day session will concentrate on basic and intermediate marketing to set the stage for the remaining sessions. Major topic areas covered will include budgets/breakeven - financial analysis, basis, basic and advanced marketing strategies, and development and implementation of a marketing plan.



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 and alternative irrigation systems to waste management/water quality.

Dr. Jackie G. Smith is a Professor and Extension Economist based in Lubbock. His areas of specialization include farm and ranch management and production economics, specifically focusing on marketing, budgeting, and computerized record keeping.



Dr. Mark L. Waller is an Associate Department Head, Professor, and Extension Economist based in College Station. Dr. Waller's program emphasis includes price risk management and market analysis, price outlook, market information collection and dissemination, evaluation of marketing alternatives, and farm policy.

Dr. Danny A. Klinefelter is a Professor of Agricultural Economics at Texas A&M University and Director of *The Executive Program for Agricultural Producers*. He serves as Executive Secretary for the Association of Agricultural Production Executives and is Executive Vice President of Klinefelter Farms, Inc., an Illinois family farm corporation. He is author of seven books on agricultural finance and farm business management.



SESSION II: Fundamental Analysis in Crop and Livestock Markets

This session will discuss the fundamental factors that influence market prices for cotton, livestock, and feedgrains. Instructors will use case studies to cover topics such as balance sheet analysis, cycles, seasonality, short crop vs. normal crop price patterns, market information, market psychology, and crop insurance.



Dr. John Robinson is an Associate Professor and Extension Economist-Cotton Marketing based in College Station, Texas. His educational programming emphasizes risk management issues related to cotton, including cash markets, hedging, contracting, insurance, and policy issues.

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, focusing on issues relevant to Texas livestock producers.



Dr. Mark Welch is an Assistant 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. Mark received a bachelor's degree in Economics from Graceland College in Lamoni, Iowa and his Master of Science Degree in Agriculture Business and Economics from West Texas A&M University. From 1979-2005, he operated a farm and cattle feedlot in Castro County, Texas, producing corn, wheat, and sugar beets. He earned his PhD in Agricultural Economics from Texas Tech University.

SESSION III: Incorporating Technical Analysis in the Marketing Plan and Production Risk Management Tools

The first day of this session will explore the uses of technical analysis, especially in relation to the marketing plan. The instructor will use case studies to explain such techniques as chart formations, support/resistance, trends, moving averages, oscillators, and other tools to improve marketing timing. The second day of this session will discuss production risk management tools and how they can be combined with price risk tools in the marketing plan.



Alan Brugler is President of Brugler Marketing and Management, LLC, Omaha, Nebraska. Previously, he was DTN director of market analysis and spent ten years as a research and commodity strategist. His reports included DTN's Grains, Livestock, and Cotton segments, Technical Comments,

Special Research Reports, ChartTalk, Midday Grain Comments, and Weekly Options. He has presented some 470 seminars on fundamental and technical market analysis methods, options, and market outlooks in the U.S. and Canada. The Brugler Cycle Indicator (BCI) is available on DTN Pro Series and DTNstant services.

Dr. G.A. (Art) Barnaby, Jr. 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.



SESSION IV: Marketing Plans, Discipline, Legal Issues, and Weather Risk/Impacts

During this final session, participants will learn more about how to incorporate what they learned in the first three sessions into the marketing plan, as well as discuss legal issues and weather risk/impacts. They will also learn how important a disciplined approach is in achieving their marketing goals.



Darrell D. Holaday is a private marketing/management consultant. Prior to his current position, he served as Manager of the Kansas Agricultural Marketing Association for Kansas Farm Bureau. He also directed the association's FB TAX and Accounting Service. While at Kansas Farm Bureau, Mr. Holaday 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, Market Sentry.

Dr. Wayne A. Hayenga is a Professor and Extension Specialist at Texas A&M University. Dr. Hayenga's program emphasis is in teaching and coordinating educational programs in estate and income tax management. In the past several years he has discussed estate planning and other legal topics with many professional organizations and business owner groups. He has also been involved in agricultural finance and other agribusiness educational programs. He was awarded the Faculty Distinguished Achievement Award from the Former Students Association of Texas A&M University.



Registration Form Master Marketer Program

Name: _____

Address: _____

Phone: _____ / _____

Fax: _____ / _____

E-Mail: _____

Please specify information about your operation:

Location (county): _____

Occupation: _____ Producer _____ Other _____

Commodities produced

Crops (acres)

Corn _____

Wheat _____

Sorghum _____

Cotton _____

Other _____

Livestock (head)

Cow/Calf _____

Stocker _____

Sheep _____

Goats _____

Please describe any previous marketing courses taken or training received:

What marketing tools do you currently use?

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How to apply for the Master Marketer Program: Registration fee is \$250 per person. **Fee(s) may be paid by check or money order. Please make payable to TCE #222100-60025.** Send payment with completed registration form to:

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Educational programs of the Texas 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.

**Deadline for sending application is
January 12, 2009**