

TEXAS A&M AGRI LIFE EXTENSION

SCHEDULE

The 2021
Master Marketer Program
will be held at the
Texas A&M AgriLife Extension
Center –Weslaco
(2401 East Business 83)

September 28
Leveling Workshop

September 29-30
*Budgets, Farm Policy,
Developing a Marketing Plan, and
Marketing Tools and Strategies*

October 13-14
*Weather, Financials,
Technical Analysis,
Crop Insurance Overview, and
FARM Assistance*

October 27-28
*Hemp and Specialty Crops,
Grain Fundamentals,
Cotton Fundamentals,
Ag Insurance with an Agent,
Legal Issues – Session I, and
Trading Simulation Exercise*

November 10-11
*Livestock Fundamentals,
Hire Education,
Legal Issues – Session II, and
Tying It All Together*

Master Marketer 2021

The Master Marketer Program

Can you reduce risk and get more profit from your farm/
ranch operation? Since 1996 over 1,200 participants have
graduated from 32 Master Marketer programs.
Participants report increased financial returns to their
farming and ranching operations as well as increased
understanding of risk management concepts.

The morning sessions (highlighted in yellow),
with the exception of the *Leveling Workshop*,
will be “live-streamed and recorded”
for those unable to attend the in-person program.
Program costs are \$350 and include noon meals,
educational materials, and access to video recordings.

Registration is required and will open online August 6 at
<https://agriliferegister.tamu.edu/AgEco>

More information on the Master Marketer Program can
be found at <https://mastermarketer.tamu.edu> or by
contacting the Extension Economist coordinators,
Samuel Zapata at
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& Mark Welch at
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