

TEXAS A&M AGRI LIFE EXTENSION

DATE

October 22-23, 2025
9am - 4pm
Lunch Served Each Day

LOCATION

Wharton Civic Center
1924 North Fulton Street
Wharton, Texas

REGISTRATION INFORMATION

The \$50 registration fee is payable at
<https://tx.ag/MMWharton2025>

More information is available at
<https://MasterMarketer.tamu.edu>
or by contacting:

Mark Welch
mark.welch@ag.tamu.edu
(979) 393-0891

Yuri Calil
yuri.calil@ag.tamu.edu
(361) 698-7421

Corrie Bowen
corrie.bowen@ag.tamu.edu
(979) 532-3310

Emmy Kipphen
emmykipphen@tamu.edu
(979) 393-0890

Master Marketer

Developing a Marketing Plan--2026

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:

- Crop & Livestock Insurance
- Cotton, Grain & Livestock Outlooks
- Production, Marketing & Risk Management Strategies
- Farm Policy
- Finance & Taxes
- Budgets & Breakevens
- Weather & Climate Risk



*Funding has been provided by:
Texas A&M AgriLife Extension Service,
Cotton Inc.-Texas State Support Committee,
Texas Farm Bureau, Texas Grain Sorghum Producers,
and Texas Wheat Producers Board*