

## Course Instructors



**Dr. Stephen H Amosson** is a Regents Fellow, Professor and Extension Economist - Management for Texas A&M AgriLife Extension Service. He covers the economic issues important to today's agribusiness operator from marketing commodities, enterprise budgeting, alternative irrigation systems, waste management to water policy. He is co-founder of the Master Marketer Educational System and co-organizer of the Personnel Management Conference.



**Dr. Mark Welch** is an Associate Professor and Texas A&M AgriLife Extension Economist in the Department of Agricultural Economics specializing in grain marketing. His research and Extension appointment are focused on the interests of all stakeholders in the Texas grain industry, particularly in the areas of risk management and market analysis. By providing relevant, timely, and research-based market and management information, Dr. Welch upholds the mission of Texas A&M AgriLife Extension to serve and improve the lives of the people of Texas.

## Guest Speakers

Mike Gittinger, National Weather Service  
Rachel Myers, Myers Crop Insurance  
Donna Hughes, Daniels Trading  
Matt Gruhlkey, Attebury Grain  
Steve Donnell, Plains Land Bank  
Casey Cook, Capital Farm Credit

## Special Guest Speaker Appearances by:

**Alan Brugler**, has served as President of Brugler Marketing and Management, LLC, Omaha, Nebraska since 2002. Previously, he was 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.

**Darrell Holaday**, 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 ShenSe*, a weekly market information newsletter, and advised producers within Kansas Farm Bureau's individualized consulting service.

**Dr. Daniel O'Brien**, an Associate Professor at Kansas State University focuses his extension and applied research efforts in the areas of grain and bioenergy market analysis - with emphasis on wheat, feedgrains, oilseed, and ethanol supply-demand and prices. He also has been working in the areas of irrigated and dryland cropping systems and natural resource-related issues in western Kansas. He also works extensively with agricultural audiences on issues such as farmland leasing and crop enterprise profitability.

**Dr. Joe Outlaw**, a Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. He also serves as the Co-Director of the Agricultural and Food Policy Center (AFPC) at Texas A&M University. Dr. Outlaw frequently interacts with members of Congress and key agricultural committee staff to provide feedback on the likely consequences of agricultural policy changes.

# Developing This Year's Marketing Plan for Feedgrains

## January 25 & 26, 2017



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## General Information

Several topics will be covered in the course in order for producers to gain a better understanding of the 2017 feedgrains market and develop a more informed marketing plan for the crop. The specific topics include:

- Developing a Marketing Plan
- Cost of Production
- Fundamentals: Ethanol, Feed Use, Exchange Rates, Exports
- Basis
- Technical Analysis
- Crop Insurance Alternatives
- Seasonal Weather Forecast
- Cash and Contract Seasonality
- Marketing Tools
- Marketing Strategies
- Industry Panels
- Special Guest Speakers

**January 25 & 26, 2017**  
**9:00 a.m. - 4:00 p.m.**

Texas A&M Agrilife Research & Extension Center  
6500 Amarillo Blvd. West, Amarillo, Texas

## About the Course

“We can grow it but can we make a profit doing it?” This is the question that will be addressed in this course. The objective of this program is to provide producers with the information and marketing strategies that will give them the opportunity to succeed in marketing their 2017 feed grains crop.

Another Large feedgrains crop along with adequate-to-surplus supplies of all crops in the U.S. and world markets, along with a strong dollar is going to make 2017 a challenging year for feedgrains producers. It will be critical for producers to manage costs and take advantage of marketing opportunities as they occur in order to have a successful year.

Developing this year Marketing Plans for Feedgrains short course (January 25 & 26) will delve deeply into what & how fundamental and technical factors are affecting the feedgrains market for the upcoming year. The ultimate goal of this workshop is to develop a written marketing plan for the 2017 crop. Dr. Steve Amosson, Regents Fellow, Professors and Extension Management Economist and Dr. Mark Welch, Associate Professor and Extension Grain Marketing Specialist will serve as the primary instructors. Their instruction will be supplemented by guest speakers including a panel of area lenders, brokers and grain merchandisers to address and answer questions concerning key issues facing local producers in the upcoming marketing year. Also, marketing specialists from across the country will call in to provide their insights on the 2017 feedgrains market.

## How to Register

To register and pay for the course, please go to:

<http://agriferegister.tamu.edu/grain> or call 979-845-2604. This is the preferred method of registration and payment. Online registration must be done by close of business, Monday, January 23rd. If materials and space are available registration and payments will be accepted on-site.

The registration fee for Developing This Year's Marketing Plan for Feedgrains is **\$125 per participant** and is used to cover the costs associated with instruction, breaks, and materials. The course is limited to 50 participants, so reserve your spot soon.

*For more information contact  
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