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Texas AgriLife San Angelo Master Marketer Program to begin in January

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SAN ANGELO – Texas AgriLife Extension Service has scheduled the first of a four-part Master Marketer Training for Jan. 21-22 at the Tom Green County 4-H Building in San Angelo.

The Master Marketer Program is an intensive risk management training for agricultural producers.

The 64-hour curriculum is offered as four, two-day sessions held every two weeks. Bill Thompson, AgriLife Extension economist at San Angelo, said the program is the most intensive marketing/risk management training offered through any Extension Service in the U.S. at any price.

“Post training surveys of 705 past participants indicated that their gross annual income increased an average \$33,640, based on what they had learned from the training,” Thompson said. “There is no reason program graduates shouldn’t expect to earn this level of increased returns for the next 10 years.

“With the increased price volatility we have seen the last couple of years and rapidly increasing production costs, this program is as relevant to the success of Texas agriculture now as it has been over its 13-year history.”

Thompson said attendance will be limited because of the hands-on nature of the course, and he encouraged early registration.

Individual registration is \$250 which includes meals and materials. Thompson said the fee is only part of the total cost, with most being underwritten by grants and partnerships with other agencies and commodity groups.

For more information call Thompson at 325-653-4576 or register on-line at: <http://AgriLifeevents.tamu.edu>.