

Developing a Marketing Plan--2026
St Ambrose Catholic Church Fellowship Hall
8602 Loop 570
Wall, Texas
January 21-22, 2026

Day 1 Wednesday January 21

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|---------------------|---|
| 9:00 am - 9:15 am | Welcome and Introductions — Kelli Inge and Mark Welch |
| 9:15 am – 9:45 am | Budgets and Breakevens—Jeff Wright |
| 9:45 am—10:30 am | Production Strategies—Reagan Noland |
| 10:30 am – 10:45 am | Break |
| 10:45 am – 12:00 pm | Farm Policy—Natalie Graff |
| 12:00 pm – 1:00 pm | Lunch and sponsor recognition |
| 1:00 pm - 2:15 pm | Livestock Outlook and Risk Management Strategies— David Anderson (virtual) |
| 2:15 pm – 2:30 pm | Break |
| 2:30 pm – 3:45 pm | Finance and Taxes—Dwight Raab Working with your lender Working with your accountant |
| 3:45 pm – 4:00 pm | Wrap up and Adjourn |

Registration Link:

<https://agriferegister.tamu.edu/agec-ev-043>

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Day 2 Thursday January 22

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|---------------------|---|
| 9:00 am – 9:15 am | Recap Day 1—Mark Welch |
| 9:15 am – 10:30 am | Crop and Livestock Insurance—David Spradlin |
| 10:30 am – 10:45 am | Break |
| 10:45 am – 12:00 am | Weather and Climate Risk— John Nielsen-Gammon (virtual) |
| 12:00 pm – 1:00 pm | Lunch and sponsor recognition |
| 1:00 pm - 2:15 pm | Cotton Outlook and Risk Management Strategies—John Robinson |
| 2:15 pm – 2:30 pm | Break |
| 2:30 pm – 3:45 pm | Grain Outlook and Marketing Strategies—Mark Welch |
| 3:45 pm – 4:00 pm | Program evaluation and closing comments—Mark Welch and Emmy Kiphen |

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Statewide Sponsors

Cotton, Inc.

Texas Farm Bureau

Texas Grain Sorghum Producers

Texas Wheat Producers

Local Sponsors

Speakers

David Anderson

Professor and Extension Specialist - Livestock and Food Product Marketing
College Station, Texas

david.anderson@ag.tamu.edu

(979) 393-0939

Natalie Graff

Research Assistant Professor, Agricultural and Food Policy Center
College Station, Texas

natalie.graff@ag.tamu.edu

(979)845-5913

Emmy Kiphen

Extension Program Specialist
College Station, Texas

emmykiphen@tamu.edu

(979) 393-0890

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John Nielsen-Gammon
Regents Professor and Texas State Climatologist
Director Southern Regional Climate Center
College Station, Texas
n-g@tamu.edu
Phone: (979)862-2248

Reagan Noland
Assistant Professor and Extension Agronomist
San Angelo, Texas
reagan.noland@ag.tamu.edu
(325)657-7330

Dwight Raab
Advisor, FBFM
Moulton, Texas
raab@fbfm.org
(217)840-1699

John Robinson
Professor and Extension Specialist for Cotton Marketing
College Station, Texas
john.robinson@ag.tamu.edu
(979) 393-0892

David Spradlin
Capital Farm Credit
David.Spradlin@CapitalFarmCredit.com
(432)209-3403

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Mark Welch

Professor and Extension Economist for Grain Marketing
College Station, Texas

mark.welch@ag.tamu.edu

(979) 393-0891

Jeff Wright

Assistant Professor and Extension Specialist
San Angelo, Texas

Jeffrey.wright@ag.tamu.edu

(325)657-7309

Caterer