Marketing Plan Workshop
December 7, 2026
Hosted by Bell, Hill, and McLennan County Row Crop Committees
McLennan County Extension Office
4224 Cobbs Dr.
Waco, Texas

8:00 am – 8:30 am	Sign in, coffee, and kolaches
8:30 am - 9:30 am	Basics of Futures and Options Markets—Mark Welch
9:30 am – 10:15 am	Marketing Strategies—Mark Welch
10:15 am – 10:30 am	Break
10:30 am – 11:30 am	Farm Policy—Natalie Stewart
11:30 am – 12:30 pm	Sponsor Recognition and Lunch
12:30 pm - 1:15 pm	Weather and Climate—BJ Baule
1:15 pm – 2:00 pm	Crop Insurance—Jacob Little
2:00 pm – 2:15 pm	Break
2:15 pm – 3:00 pm	Cotton Market Outlook—John Robinson
3:00 pm – 3:45 pm	Grain Market Outlook—Mark Welch
3:45 pm – 4:00 pm	Evaluations and Adjourn