



***“Educating America’s farmers and ranchers
to manage the unique risks of producing food for the world’s table.”***

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The **Extension Risk Management Education** program provides training to help farmers & ranchers learn new strategies to manage complex and growing risks. The program's mission is – Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table.

Extension Risk Management Education accomplishes this goal by encouraging and funding innovative programs across the country, and helping programs focus on accomplishing tangible results. Nearly 1,000 projects have been funded, and projects have been delivered in all 50 states.

The following pages describe why risk management education is important and how it is helping farmers & ranchers survive in a high risk environment.



Agritourism Intensive 2015; Managing the risks of agritourism for California farm and ranch diversification



This project used a peer-reviewed agritourism training manual, incorporated learning from previous workshops, and partnered with local producer organizations and support professionals to deliver strategies for understanding, evaluating and managing the risks of operating agritourism enterprises on small-scale farms and ranches. We offered a series of three workshops in three different California regions.

At the first workshops, 88 producers increased their knowledge of potential enterprises, liability and market assessment, and assessed the risks, costs and benefits of current or planned agritourism businesses. At the second and third workshops, 70 participants began drafting business, marketing and risk management plans and connecting with a supportive network of peers and advisors. Five months after the last workshop, 8 families or businesses had completed business plans, 21 had implementing action plans, emergency plans or marketing strategies, 8 made changes to reduce legal risk, and 15 families or businesses have ongoing networking relationships.

“The knowledge that I gained today was so valuable in business strategies.”

-Participant

Project Results

224

Participants

88

Participants will increase their understanding of how to conduct market analysis for a new enterprise

36

Participants will complete a six month action plan stating intentions for steps toward completing planning and implementing a new or existing agritourism enterprise

14

Participants will implement at least one new component of their marketing strategy for a new or existing agritourism operation

Project Organization
University of California

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<http://ERME.info/1703>

Cultivating Strong Indiana Farm Family Relationships for Today and Tomorrow

Provide farm families with strong skills for succession planning

Project Results

241

Participants

31

Farm families learned to successfully implement, plan & organize a family business meeting

30

Farm families developed a succession plan outline for their farm

27

Participants wrote 2+ goals to be achieved by their farm operation within six months

Project Organization
Purdue Extension Kosciusko County



Cultivating Strong Indiana Farm Family Relationships for Today and Tomorrow was designed to provide farm families with the risk management tools to develop strong communication skills and an outline for succession planning.

A two-part workshop was developed by the Purdue Extension Women in Agriculture and Farm Succession Planning Teams. Current and incoming farm business owners wanting legal, accounting and communication assistance were encouraged to attend to enhance farm business viability. Five Indiana sites hosted 81 participants representing farm family members and industry professionals. In addition, four breakout sessions on succession planning were offered at the 2013 Midwest Women in Agriculture Conference with over 160 educational contacts achieved.

93% of the workshop attendees felt the workshop provided them with resources to support them in future succession planning decisions and 88% also agreed that participating in this program increased their knowledge of the different business structures available for succession planning.

Six months after the workshop was completed, one producer called to share his family was successful in setting-up a LLC for their farm operation which was one of the goals he developed during the program. The code-red contingency planning notebook is currently available in an excel spreadsheet, <https://ag.purdue.edu/Extension/wia/Pages/CodeRed.aspx>.

Read More

<http://ERME.info/1704>

Managing Production and Financial Risks in Northern Climates through Cover Crop Adoption

Education on soil health & field demonstrations on cover cropping



Cover cropping is a practice that can mitigate production and financial risks as these crops help increase soil health, reduce soil erosion, improve water quality, and ultimately save farmers money on fertilizer and feed. However, successfully integrating cover crops into existing corn silage production systems takes advanced planning and critical timing decisions around planting and termination.

To increase successful adoption of cover cropping, our team developed a project that provided research-based information on best practices for cover cropping in silage corn for northern climates. Delivery methods included a statewide conference, two on-farm field days, two YouTube videos, and a webinar series.

As a result, 598 livestock farmers and service providers gained a better understanding of cover crop best practices, and 40 farmers planned to implement at least one best practice to better manage their production and the financial risks. During the project, the team worked closely with 14 farms to design, implement, and monitor cover cropping on over 1,500 acres. They were also able to significantly extend their educational reach by posting the webinar series and the videos on YouTube. At the close of the project, more than 2,415 had already viewed the webinar recordings.

Project Results

598

Participants

598

Farmers and service providers learned best practices to implement & terminate cover cropping to mitigate climate, environmental, and economic risks through 2 on-farm demonstrations, short courses, and videos

40

Farmers indicated they intended to implement a cover crop best management practice to reduce risks to climate and environment while decreasing fertilizer and feed costs

Project Organization
University of Vermont Extension

“I love the idea of farmers teaching farmers about this stuff. I think they can visualize the potential better—it makes it seem more doable.”

—Ag Service Provider

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<http://ERME.info/1705>

Tackling the Challenges of Succession and Transition Planning for the Farm Family

Linking farmers to the future

Project Results

79

Participants

79

Farm owners and/or successors learned importance of estate planning and related documents

46

Farm owners and successors initiated farm meetings

46

Farm owners and their successors complete steps in succession/transition planning process

Project Organization
Pennsylvania Farm Link, Inc.



Communication is often one of the most challenging aspects of succession planning for farm families. This project conducted four workshops designed to address communication challenges. Seventy-nine participants developed skills that empowered their families to communicate more effectively, discussing challenges and identifying potential solutions.

During the workshops, breakout sessions provided separate settings for young farmers and senior farmers to share wants, needs, fears and expectations in a non-contentious atmosphere. Breakout facilitators then discussed the results with the entire workshop audience, which helped the farmers realize they were not alone in their challenges.

Following this exercise, participants held impromptu farm meetings to explore possible solutions to a particular challenge they faced. Each farm unit then shared their challenge and potential solutions with the entire group. This led to numerous healthy discussions and a sense of relief among the participants as they shared their desires to pursue a successful transition for their farms, and to work through difficult challenges.

The workshops also included a presentation by an experienced Ag Law attorney who reviewed legal options and answered questions and concerns of the participants. In addition, a financial professional provided pertinent business information.

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<http://ERME.info/1706>

“Family meetings [are occurring now]; all on board know what direction [the] family wants to take. Working with [an] attorney.”

-Participant

Economics of Aflatoxin Risk Management in Selected Southern States

Helping farmers decide on use of atoxigenic treatments of their corn crops



This project extends the knowledge gained from an initial project in Texas to other Southern states, and involves providing cutting-edge producer risk management information regarding the economics of using biological materials for the mitigation of aflatoxin losses to producers.

The first phase of this project tailored educational materials developed for Texas to the crop and climatic conditions in other states across the South. The project collaborators developed a methodology to extend the model to states with no actual field level data regarding the cost and effectiveness of the mitigation product.

Phase two integrated these materials into face-to-face educational programs delivered at industry and Extension meetings.

Phase three involved developing online webinars, Fact Sheets, and analysis software and making these resources available to producers and distributed via traditional and social media outlets in all four states.

Individual programs were evaluated to determine the effectiveness of the new educational resources.

Project Results

3,308

Participants

3,308

Farmers used state-specific tools to evaluate economics of adoption decisions given historic contamination levels, market discounts, insurance coverage and treatment effectiveness and cost levels

450

Farmers improve understanding of aflatoxin & the economic effectiveness of atoxigenics in order to minimize risk, and increase profits

Project Organization
Texas A&M AgriLife Extension Service

*“Your decision aid is easy to use and easy to understand.
Thanks and good job.”*

-Grower from Sinton, TX

Read More

<http://ERME.info/1707>

Development of Lender-Producer Marketing Networks to Mitigate Financial and Price Risk through Education on Futures, Options, and Contracts

Project Results

290

Participants

32

Lenders enhanced understanding of futures, options, and contracts to assist in loan adjudication and maintenance

205

Producers improved understanding and use of futures, options, and marketing contracts that can mitigate price and financial risk

30

Producers developed a written marketing plan

Project Organization
University of Tennessee



The objective of this educational program was to develop a marketing network where Extension personnel, agricultural producers, and lenders could learn about futures, options, and contracts as a method to reduce price, marketing, and financial risk for row crop and cattle operations in Tennessee. The program was delivered through 13 in-person marketing meetings in four regional locations. Educational information and printed materials from the meetings are available on-line.

The audience that participated in the program was comprised of producers, agri-industry personnel and Extension agents. Participants benefited through improved understanding of how marketing and risk management tools mitigate price, marketing, and financial risk. The program reached 290 people directly through marketing meetings.

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<http://ERME.info/1708>

“Excellent program! This really helped simplify the tools available. I look forward to future meetings on this topic.”

-Participant

Cost and Profit Center Analysis Using QuickBooks Classes for Management Accounting, Analysis, and Benchmarking for South Central Utah Beginning and Progressing Farmers and Ranchers



This project improved management knowledge and risk management skills of participating producers by focusing on Management Accounting. Through two workshops and numerous (a few hundred) monthly one-on-one instructions, participants 1) identified the cost and profit centers of their businesses, 2) used QuickBooks classes to assign financial transactions to their identified cost and profit centers, and 3) identified useful benchmarks within their cost and profit centers for comparison to industry enterprise benchmarks. In addition, 24 participants developed management strategies and reduced financial risks through cost center management and enterprise diversification.

At the end of the project, 24 producers increased their ability to assign expenses and income to the appropriate cost and profit centers and performed benchmark analysis of their centers, developed a management strategy to improve their benchmarks, and gained skills to monitor implementation of their plan. One-on-one instruction occurred in 157 farm visits throughout the project's duration.

"I don't understand why every producer in the valley isn't taking advantage of this program. For the minimal cost each year it is a great service to have an extra set of eyes looking over the finances as well as having someone to talk to about different ideas."

-Participant

Project Results

176

Participants

44

Participants created a workable chart of accounts for categorizing income and expense transactions

30

Participants identified their key cost/profit center benchmarks for business success

24

Participants developed a strategic management plan to improve their business's cost/profit center benchmarks

Project Organization
Snow College

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<http://ERME.info/1709>

Preparing Oregon Family Farm and Ranch Owners for Management Transitions and Retirement Conversations

Jump-starting the transfer of the farm management to the next generation

Project Results

70

Participants

69

Participants understand the risks of delayed transition of farm operations

53

Participants created a list of professional development needs for the next generation

53

Participants developed a time frame for transferring management functions to next generation

Project Organization
Oregon State University



Given the increasing age of Oregon's principal farm operators, retirement of the senior generation was a focus for this succession planning workshop. In this project, a two-session farm retirement workshop was designed and delivered in three locations, accelerating planning and structuring necessary family conversations. It required families to establish goals and timetables for transferring management roles and decision making authority from the senior to the junior partners.

We targeted multigenerational families that are in the process of, or beginning to plan, a succession of the farm from an older generation to a younger one. Two or more generations from businesses were required to attend. Families engaged in structured activities, developed necessary agreements and shared goals to prepare for more technical legal and organizational planning often assisted by succession/estate planning consultants.

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<http://ERME.info/1710>

"This [program] has given us a road map on issues we need to address as a family and business."

-Participant

Improving Hiring Practices and Retention of the Horse Industry Labor Force through Traditional and Online Employer Training Programs



It is estimated that 4.6 million Americans are involved in the horse industry as owners, service providers, employees and volunteers. In response to requests by producers for information relevant to their individual operations, in 2013 Michigan State University (MSU) in collaboration with the University of Nebraska-Lincoln (UNL), Iowa State University (ISU), New Mexico State University (NMSU) and the Center for Agricultural Law and Taxation, developed five on-line equine business short courses. These courses were delivered through eXtension.org/horses. Each course contained current information on liability and farm safety on horse operations, including topics regarding immigration, youth and contract/employee labor law, and liability issues of equine veterinary practices.

423 people took part in this equine course series with 250 completing the course. After three months, 40% reported they would be making changes to their hiring practices, 38% reported they would make changes to decrease their liability risks and 67% reported they would make changes to improve their worker safety. Comments included “Very informative and it made me aware of things that will apply to me as I continue to grow my business” and “It is great to have a better grasp of the role of minors and volunteers on our farm.”

*“I enjoy the webinar format
and the courses have been very informative.”*

-Participant

Project Results

423

Participants

128

Participants correctly evaluated their own hiring practices as compliant or non-compliant with current contract/employee, immigration, and child farm labor law

16

Participants committed to decreasing their liability risks in their equine practice by following best practice recommendations as outlined in the short course

51

Participants adopted hiring practices that were compliant with current contract/employee, immigration, and child farm labor law

Project Organization
Michigan State University

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<http://ERME.info/1711>

Business Planning, Financial Management, and Self-sufficiency for Nebraska Producers

Project Results

815

Participants

576

Participants learned basic information about all of the components of successful business planning

55

Participants explored and assessed the use of specific financial management tools in developing a financial management plan that best meets their needs

48

Participants worked with their financial advisers/attorneys to implement a financial management plan that will enhance economic viability, profitability, and equity growth over time

Project Organization
Legal Aid of Nebraska



Successful business planning and financial management on the farm and ranch involves many different components, such as financial record-keeping, cost of production, and intergenerational transfers. Nearly 6,000 producers across Nebraska and parts of Colorado took advantage of the in-depth education and training this project provided.

The project was delivered through face-to-face day-long workshops, within-class assignments and evaluation materials. Participants learned how to recognize and understand the financial and legal tools necessary for them to develop and implement individual financial management plans; such as choice of entity, contracts, financing, and transfer planning. Project educators found that many producers didn't have an existing financial/business plan and this was their initial step in that direction.

Producers then had the opportunity to take part in one-on-one consultations giving them the opportunity to discuss and determine which financial tools best met their needs. They took this information home with them and in-turn consulted with their own local financial advisers/attorneys to implement a financial management plan enhancing their economic viability, profitability and equity growth over time. Target audience participants were limited resource producers, beginning farmers and ranchers, retiring landowners and owners of small farms, ranches and ag businesses.

Project organizers stated, "This project met and exceeded our expectations. We never imagined this project would have such a great impact! The number of families that were eager to learn and ultimately finalize a transition plan was overwhelming."

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<http://ERME.info/1712>

Developing Marketing Plans and Strategies for Historically Underserved Producers in Mississippi StrikeForce Counties

Assisting Limited Resource, Socially Disadvantaged, and Beginning Producers respond to Marketing Risk



Assisted Limited Resource, Socially Disadvantaged, and Beginning producers of Specialty Crops in Mississippi StrikeForce counties in responding to their marketing risks. Participants acquired the skills and understanding of their own operations and target markets sufficiently to develop marketing plans and strategies at the enterprise level.

Three sequential workshops (18 hours) supplemented by personal assignments and individualized counseling (60 hours) were delivered to 53 producers via a partnership of subject matter experts and local educators.

Participants developed, written goals for the five variables in the Marketing Mix specifying: 1) the form, grade, and quality they will produce; 2) when, where, and how they will price; and 3) when, where, and how they will deliver their commodities.

For each goal they delineated three specific actions to reach those goals, and committed to implement their specified marketing plans. Extension Educators supported and monitored progress throughout the project recording the number of actions completed.

*“I learned how to better market my produce.
I learned to set my goal on what I want and stay with it.”*

-Participant

Project Results

147

Participants

41

Participants prepared an enterprise budget for each enterprise identified and determine the cost of production and break-even price

42

Participants prepared a marketing risk assessment of their farm and estimated the frequency and severity of each of these risks

47

Participants implemented at least two specific actions (for each goal) they committed to do —helping reach the marketing goal(s) they established for each enterprise on their farm

Project Organization
National Crop Insurance Services

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<http://ERME.info/1713>

Growing Agritourism and Farm-Based Education in West Virginia - Managing Risks for Improved Income Diversification

Reconnecting people to the land and agriculture, while increasing farm profitability

Project Results

75

Participants

75

Participants began a business plan

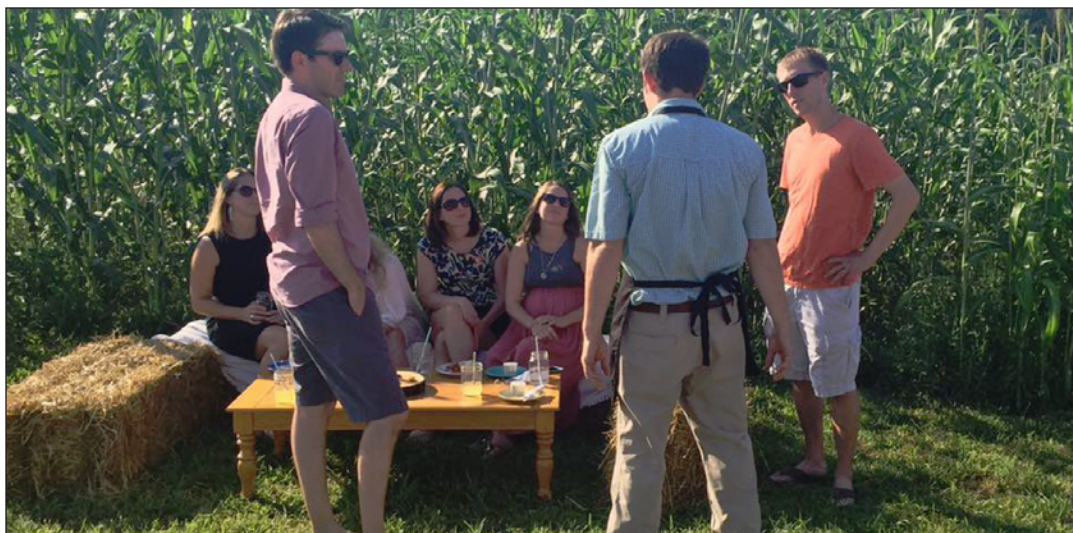
75

Participants evaluated market opportunities/ consumer demand and identified 3 viable agritourism enterprises which complimented their agribusiness

75

Participants launched/ improved their agritourism enterprises, citing risk management tools used (6 months post-program)

Project Organization
West Virginia University



This project provided education, planning tools, and supplemental resources to encourage and develop agritourism and farm-based education enterprises for 75 existing or new agritourism operators. Five business risk management topics (production, marketing, financial, legal and human) were comprehensively addressed.

Three short-courses delivered tools and coursework leading toward an agritourism specific five-page business plan upon completion, and included supplemental risk management tools such as a farm/food safety plan. Project topics included: Emerging Opportunities and Consumer Demand - Assessing Your Agritourism Potential; the Business-Side of Agritourism; Farm/Food Safety;

Event and Emergency Planning; Innovative Strategies to Market your Agritourism and Farm-Based Education Enterprise - Social Media, Collaborations and Partnerships. The collaborative capstone trip was a 3-day agritourism tour involving 32 participants.

Upon completion of the project, evaluations identified that 100% of the 75 participants had implemented at least two risk management tools/practices in their agritourism operations that contribute to improving farm viability; 50 participants had made significant improvements to their current/planned operations; and 25 had launched a new/improved agritourism or farm-based educational enterprise.

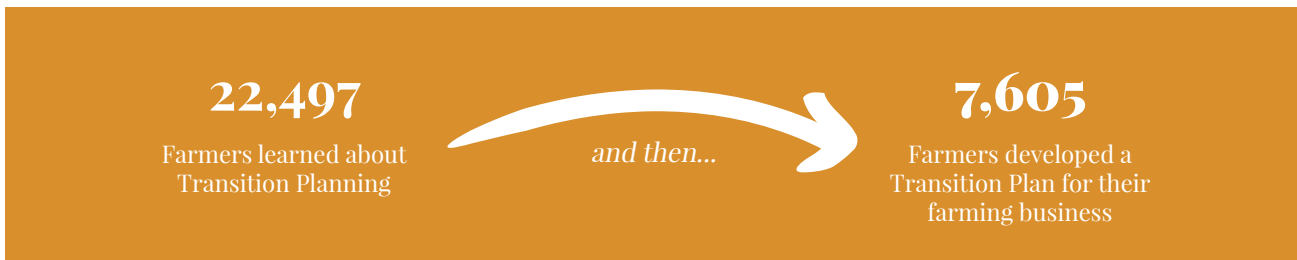
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<http://ERME.info/1714>

"This course helped me to see the big picture about agritourism."

-Participant

Because of **Extension Risk Management Education...**



ERME provides training which improves the ability of agricultural producers and their families to effectively manage risk.

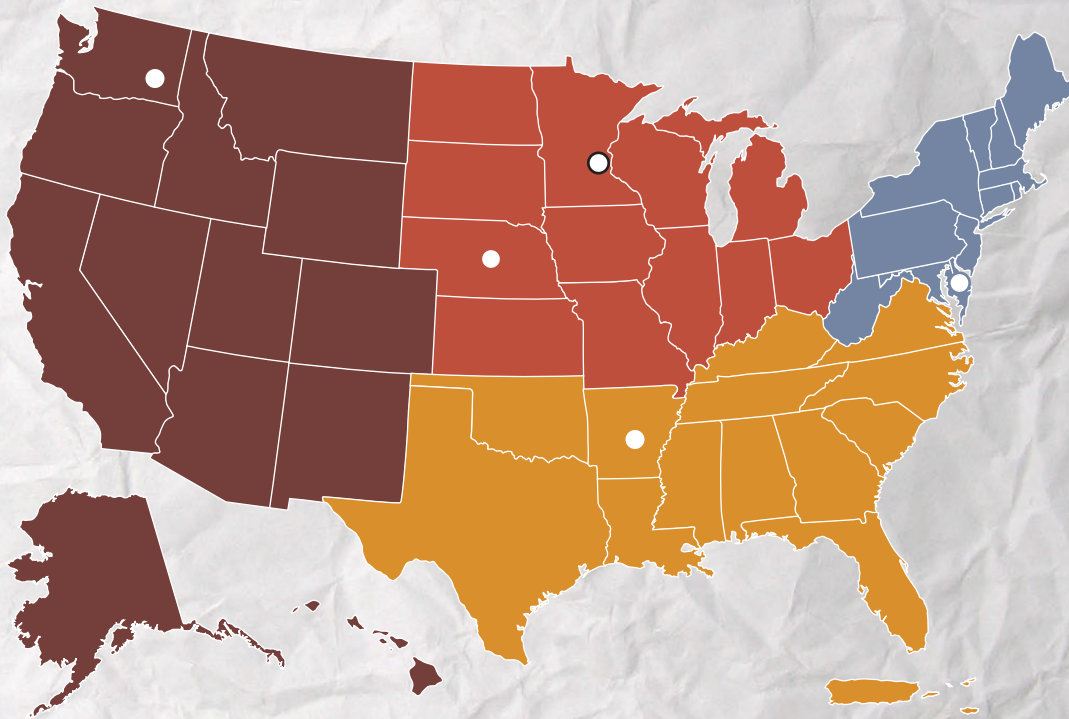


Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. Commitment to funding results, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on this website.

ExtensionRME.org



Western Center

Washington
State University
Cooperative Extension

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westrme.wsu.edu



North Central Center

University of Nebraska
- Lincoln Extension

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Northeast Center

University of Delaware
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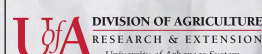


Southern Center

University of Arkansas
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