



EXTENSION RISK MANAGEMENT EDUCATION
National Conference

Conference Agenda



April 3, 2019

Greetings –

On behalf of the Conference Planning Committee and the entire Extension Risk Management Education Program, I would like to welcome you to Louisville for the 2019 ERME National Conference.

The ERME Program focuses on five areas of agricultural risk - production, marketing, financial, human and legal. Its mission: *educating America's farmers and ranchers to manage the unique risks of producing food for the world's table*. The emphasis of this Conference is sharing successful risk management education programs, and the impacts that these programs have on agribusinesses and families. In this ever-changing world, be it in technological advances, market conditions, weather, or other factors, risk management is critical to farm viability. Some of these factors are predictable; others are not. Either way, educators often find themselves re-tooling to meet the needs of clientele. We hope the successful programs shared over the next day and half might be duplicated or built upon by others. The end goal - to improve the risk management practices within the agricultural industry - keeping agriculture viable, profitable and safe.

The majority of the concurrent presentations are 30-minute sessions. The agenda also includes a “track” of five 75-minute sessions. Those topics are: 1) Emotional Stress on the Farm: Strategies to Help Others and Protect Self; 2) Linking Farm Vitality and Health - Tools You Can Use; 3) ERME Outstanding Projects Presentations; 4) Commercial Hemp Production - Managing Risk & Emerging Issues; and 5) Producer Impacts from the Tax Cut and Jobs Act.

With over 40 concurrent sessions covering the five areas of agricultural risk, this conference offers a wealth of opportunities for you to learn and network. In addition to the concurrent sessions, many other successful programs and topics addressing risk management education will be showcased at the Poster Session and Networking Reception held on Wednesday evening. Please take time to interact with the Poster presenters and enjoy the networking reception.

Again, welcome to the ERME National Conference and thank you for joining us in Louisville.

Laurie Wolinski
Conference Chair
Director, Northeast Extension Risk Management Education Center

2019 Extension Risk Management Education National Conference

Wednesday, April 3, 2019

7:15 – 8:00	Breakfast Buffet	<i>Crystal Ballroom</i>
8:00 – 9:10	General Session	<i>Crystal Ballroom</i>
	Laurie Wolinski Conference Chair, University of Delaware Director, Northeast ERME Center	Opening Remarks
	Dr. Craig Wood Interim Assistant Director University of Kentucky	Welcome
	Ruth Hambleton Conference Planning Committee Annie's Project	Introduction
	<u>Rachel Armstrong</u> <i>"Creating Community Strength Through Farm Law Risk Education (while sowing a bit of joy, too)"</i>	Keynote Address
9:10 – 9:30	Networking Break	<i>South Alcove Foyer</i>
9:30 – 12:15	75-Minute Professional Development Sessions	<i>Citation A</i>
9:30 – 10:00	Concurrent Sessions	Session A
10:15 – 10:45	Concurrent Sessions	Session B
11:00 – 11:30	Concurrent Sessions	Session C
11:45 – 12:15	Concurrent Sessions	Session D
12:15 – 1:45	Luncheon	<i>Crystal Ballroom</i>
	Ron Rainey Director, Southern ERME Center University of Arkansas	Introduction of Regional Outstanding Project Award Winners

Elizabeth Canales
Conference Planning Committee
Mississippi State University

Introduction

Dr. Richard Preston

Luncheon Address

*“Using Computer Models to Visualize Risk; the
Journey from Averages to Distributions”*

2:00 – 3:15	75-Minute Professional Development Session	<i>Citation A</i>
2:00 – 2:30	Concurrent Sessions	Session E
2:45 – 3:15	Concurrent Sessions	Session F
3:15 – 3:45	Networking Break	<i>South Alcove Foyer</i>
3:30 – 4:45	75-Minute Professional Development Session	<i>Citation A</i>
3:45 – 4:15	Concurrent Sessions	Session G
6:00 – 8:00	Poster Session & Networking Reception	<i>Gallery Ballroom (16th floor) Light meal provided</i>

Please turn to page 6 for Thursday’s schedule.

Thursday, April 4, 2019

7:15 – 8:00	Breakfast Buffet	<i>Crystal Ballroom</i>
8:00 – 9:00	General Session	<i>Crystal Ballroom</i>
	<p style="text-align: center;">Laurie Wolinski Conference Chair, University of Delaware Director, Northeast ERME Center</p> <p style="text-align: center;">Shannon Niebergs Director, Western ERME Center Washington State University</p> <p style="text-align: center;">Penny Leff Conference Planning Committee University of California - Davis</p> <p style="text-align: center;"><u>Pubali Chakravorty-Campbell</u> <i>“HRisk: How Taking the ‘Human’ out of Human Resources Puts You at Risk”</i></p>	<p style="text-align: center;">Remarks</p> <p style="text-align: center;">ERME Program Updates Post Tour Information</p> <p style="text-align: center;">Introduction</p> <p style="text-align: center;">Capstone Address</p>
9:00 – 9:30	Networking Break	<i>South Alcove Foyer</i>
9:30 – 10:45	75-Minute Professional Development Session	<i>Citation A</i>
9:30 – 10:00	Concurrent Sessions	Session H
10:15 – 10:45	Concurrent Sessions	Session I
11:00 – 11:30	Concurrent Sessions	Session J
11:30 – 12:00	Networking Break	<i>South Alcove Foyer</i>

**Concurrent Session Abstracts, Schedules & Locations are listed on pages 13-35.
 Poster Abstracts are listed beginning on page 37.**

General Sessions

Speaker Biographies

Keynote Address

Rachel Armstrong

*“Creating Community Strength Through Farm Law Risk Education
(while sowing a bit of joy, too)”*

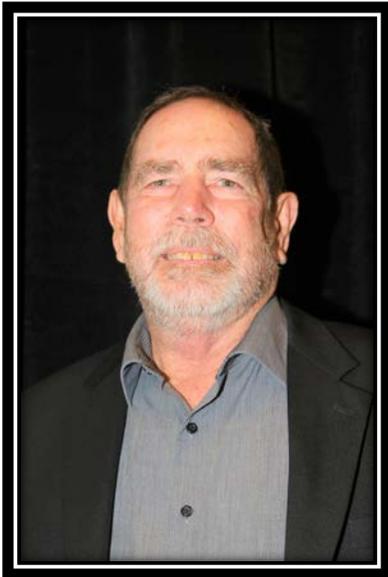


As Executive Director of Farm Commons, Ms. Armstrong built the organization from an idea to a nationwide leader in farm law education. At the organization’s helm, she has lead dozens of webinars and workshops for thousands of farmers and created the organization’s innovative approach to farm law risk reduction. She has authored dozens of publications on farm law matters for farmers, alongside several academic and trade publications. Ms. Armstrong instructs continuing legal education classes for the American Bar Association and the University of Massachusetts Amherst. A graduate of the University of Denver Sturm College of Law and the University of Wisconsin Madison, she lives in Northern Minnesota with her husband, mother, 3-year-old son, and twin toddlers.

Luncheon Address

Richard Preston

*“Using Computer Models to Visualize Risk;
The Journey from Averages to Distributions”*



Richard Preston is a first-generation farmer located in Glendale, KY. He raises 2250 acres of corn, non-GMO corn, white corn, soybeans, non-GMO soybeans, wheat, barley, and milo. He uses no-till on 80% of his acres and either strip till or light vertical tillage on his remaining acres. He has 650 acres in cover crops this year and hopes to expand his cover crop acreage in future years. Before switching exclusively to grain, he operated a combined row crop, farrow-to-finish hog operation. Richard has served as the past president of University of Kentucky Precision AG Working Group. Currently, he is helping direct a joint project between the KyCorn Growers Association and Kentucky Soybean Association to measure edge of field water quality. He is board member on the Southern Cover Crops Council. He continues to work closely with local ag retailers and the Extension service setting up and analyzing on-farm research.

Richard graduated from the University of KY with a BS in Chemistry. He received his PhD from Yale University in Physical Chemistry and completed one year of post-doctoral studies in Chemical Physics at University of California, Berkeley. Before farming, he worked as a physicist in the energy program at Livermore, CA and Los Alamos National Lab. While at Los Alamos, he held the prestigious Oppenheimer Fellowship. He co-authored 23 articles in chemical physics' journals during his brief eight-year career in science.

Using his trusty Radio Shack TRS-80, he taught the first computer programming course in Hardin County Schools in 1980. In the past he has given presentations to a diverse list of groups including the KY College of Math Teachers Assoc., the KY Banker's Assoc., the KY Fertilizer and Retailer Assoc., the Deans of UK's College of Agriculture, FFA classes, young farmer organizations, and Extension meetings. The topics have ranged from surviving the energy crisis to finding soil test recommendations that work by modeling the difference between field average methods and grid sampling. Last year Richard gave the STEM keynote address at the local community college emphasizing the importance of math, science, and technology in agriculture.

Capstone Address

Pubali Chakravorty Campbell

“HRisk: How Taking the 'Human' Out of Human Resources Puts You at Risk”



Ms. Chakravorty-Campbell is an experienced partner to business leaders looking to affect meaningful change in the Four R's of Business Operations™: Revenue, Relationships, Risk Exposure, and Reputation. Originally from Louisville, Kentucky, she has been in New England since 1997 when she relocated to Boston to attend Boston University (B.A. Economics, '01). Pubali was selected as one of five Remarkable Women in Healthcare in 2010 by New Hampshire Magazine, and was in the New Hampshire Union Leader 40 Under 40 Class of 2012. She is a graduate of Leadership Greater Manchester ('11) and Leadership New Hampshire ('12). Pubali serves on the board of the Center for Ethics and Business Governance at St. Anselm College, is a trained Co-Active™ Executive Coach, and a certified DiSC® facilitator.

Concurrent Sessions

Presentation Abstracts and
Room Schedules

Wednesday, April 3, 2019

75-Minute Professional Development Sessions

9:30 – 10:45

Emotional Stress on the Farm: Strategies to Help Others and Protect Self

Monica Kramer McConkey – Eyes on the Horizon Consulting

Citation A

The farm economy of the last few years has been difficult and destructive for farm families. The downturn doesn't just affect the financial and emotional well-being farm and ranch owners, it impacts their family members as well.

When the stress is too much, the thinking too negative, and the workload too high...how can a person cope? This session will review why farm stress is unique and how it impacts functioning. Basic mental health issues will be discussed as well as how compassion fatigue and vicarious trauma affect those working in the Ag Industry.

Participants will:

1. Learn about the complex and unique personal stressors that are common in farming today.
2. Learn about strategies to recognize warning signs of a mental health crisis and suicide.
3. Learn strategies to intervene with someone in crisis.
4. Become aware of compassion fatigue/vicarious trauma and how to alleviate with self-care.

11:00 – 12:15

Linking Farm Vitality and Health – Tools You Can Use

Maria Pippidis – University of Delaware Cooperative Extension; Bonnie Braun – University of Maryland Extension; Virginia Brown – University of Maryland Extension; Shoshannah Inwood – The Ohio State University; Laurie Wolinski – University of Delaware Cooperative Extension

Citation A

Investments in health insurance and health care are critical components to supporting human capital on farms. They are essential parts of a risk management strategy that ensures farm vitality in the short and long term. Tasks and finances that compete for attention and dollars often place farmers in a tough position of choosing between taking care of themselves, employees, families and the farm operation.

Recent research (Inwood et al, 2018) found that three out of four farmers and ranchers (73%) believe health insurance is an important or very important risk management strategy for their farm or ranch. Young and beginning farmers and ranchers identify access to health insurance as one of the most significant issues impacting the future of their farm or ranch. Just over half of farmers and ranchers (52%) are not confident they could pay the costs of a major illness without going into debt.

Most farmers (92%) are insured from off-farm employment, government programs (ACA, Medicare, and Medicaid) and private insurers. While they are insured, the high out-of-pocket costs and deductibles may reduce their ability to access care. Rural areas with limited availability of health care services may also prevent easy access to care. Nearly half (46%) said health care costs limited farm investments.

The same research shows only 50% have someone to run the farm in case of illness or injury of main operator. Almost half of farmers and ranchers (45%) are concerned they will have to sell some or all of their farm or ranch assets to address health related costs. Agricultural Resource Management Survey (ARMS) 2013 data indicates that only 29% of U.S. farms had a succession plan.

Professionals in the health care, health insurance and finance arenas are often unaware of special needs of farm operators and their families including the high risk of injury and suicide. Extension professionals reported a lack of frequent or effective communication with health insurance service providers and health insurance brokers or agents (Inwood et al, 2017). They asked for professional development on this topic. Working together to increase awareness and build solutions to support farm operators and their families can strengthen farm and ranching operations, the lives of farm and ranch families and the communities in which all reside.

This session will outline efforts undertaken by Delaware, Maryland, and Ohio Extension professionals to build linkages among health care, health insurance, finance and agricultural communities to find solutions. Included will be an overview of the research supporting the effort, an outline and outcomes of *Strengthening Health and Farm Forums*. Participants will get to try out some tools to use to increase awareness of linkages between farm and health vitality.

2:00 – 3:15

ERME Outstanding Projects Presentations

Mallory Kreiger – The Land Connection; Megan Leffew and David Yates – University of Tennessee Extension; Jay Olsen – Snow College; Seth Wilner – University of New Hampshire

Citation A

Four projects were selected as regional winners of the ERME Outstanding Project Awards. This award seeks to highlight excellence in Extension programming, as well as promote the ERME programs and resources. A single winner who demonstrates Extension scholarship was selected from each region. During this session, winners will address the risk management objectives of their 2016 projects. They will describe the risk area(s) addressed, producer demand, the training activities, evaluation efforts, and the accomplishments made by the producers.

3:30 – 4:45

Commercial Hemp Production – Managing Risk and Emerging Issues

Doris Hamilton – Kentucky Department of Agriculture; Rusty W. Rumley – National Ag Law Center

Citation A

With passage of the 2018 Farm Bill, industrial hemp is now a legal crop in the United States at the federal level, but will still be subject to regulation. Learn more about the three primary markets for hemp today, how the crop will be regulated, and what opportunities may exist for farmers going forward. We will also look into legal risks associated with growing hemp, as well as the potential pitfalls that exist for the industry as it evolves from a highly regulated activity into a commercial crop.

9:30 – 10:00

Session A

Broadway A

Southeast Cattle Handling for Women Producers: Advanced BQA Training and Farm Safety

April Shaeffer – North Carolina State University

The Southeast Women's Cattle Handling program promoted self-confidence for women in the cattle industry by giving them hands-on educational opportunities and cattle handling skills implementing Beef Quality Assurance methods and promoting farm safety. The workshops provided hands-on learning in the subject areas of Beef Quality Assurance (BQA), Low Stress Animal Handling, Reproduction and Calving Management, Truck & Trailer Assessment and operation and Tractor Safety and operation. The two-day workshops held in North Carolina, South Carolina, Georgia, Alabama and Mississippi also included lectures on becoming a leader in the cattle industry with the long term goal of having women feel comfortable with daily farm activities and to actively participate in the beef industry and Extension programs. A total of 97 women attended one of the workshops held throughout the southeast. Those in attendance became BQA certified. Other keys to success of this program was an increase of 16% in pre/post test scores. The average pre-test score was 77% and the post-test 93%. The participants (n=97) estimated an economic benefit of \$19.55/head of cattle annually with the skills and knowledge gained from implementing BQA techniques. The overall economic impact for all of the producers with a combined 4,573 head of cattle was \$89,402. Combined workshop evaluations on satisfaction on a scale of 1 (1= not satisfied, 2=somewhat satisfied, 3= satisfied and 4=very satisfied). The average scores are reported: Relevance of information to your needs 3.93; Subject matter knowledge of instructors 3.99; and the Overall quality of the training workshop 3.89.

Broadway B

Enterprise Risk Analysis

John P. Hewlett – University of Wyoming; Jay Parsons – University of Nebraska

United States farm policy enacted since 1996 has created a need for agricultural producers to better understand and manage risk. However, risk is a difficult concept to address because the ideas are challenging and the breadth of solutions is wide. Even where the concept is well understood, few have mastery of the tools and skills needed to properly evaluate alternatives. RightRisk has been involved in developing teaching simulations, online courses, and risk decision tools since 2001. The team's Enterprise Risk Analyzer (ERA) tool provides farm and ranch managers much-needed assistance in evaluating risk management alternatives. The ERA tool utilizes an Internal Revenue Service (IRS) Schedule F and a series of other schedules as the basis for evaluating enterprise risk, including enterprise net income and break-even analysis. From these, the manager is in good position to evaluate each enterprise on its own merit, compare it to other enterprises, and to do so with a better understanding of the uncertainty involved with the outcomes.

The Enterprise Risk Analyzer tool enhances the manager's understanding of how breakeven prices and yields are likely to vary over time. Using the risk-estimates provided by the user as most likely, minimum, and maximum estimated yields and prices for each enterprise, the tool provides tabular and graphical information for the probability of breaking even over a range of values. The ERA tool describes possible outcomes using a cumulative distribution graph that indicates the probability of earning a net return at or below a given value.

Broadway C

Forecasting Business Sales: Conducting Research to Estimate the Market Potential of a Product

Michael Sciabarrasi – University of New Hampshire

Farmers selling in direct markets are often evaluating the best approach to expand sales. Should they add a new product, grow more of what they are already producing, or move into a totally different product line?

Answering these questions generally involves conducting market research. Hiring a marketing consultant to conduct this research could prove very expensive and may not provide the best answer. An alternative is to teach farmers how to make observations, gather needed information, and analyze the data to create sales forecasts.

Based on past workshops and available literature, we have designed a business sales forecast publication as a practical, common-sense guide to help farmers move step-by-step through the process of conducting their own market research. The aim is for farmers to estimate what portion of local direct market sales for a product they might reasonably expect to capture. This research will help farmers avoid costly mistakes and make better decisions by creating a road map that will take them beyond guessing or speculating about sales.

This presentation will discuss the approach we have used to help farmers forecast product sales. We will share the publication as well as other materials used at our workshops.

Citation B

Local Food System Tools & Resources

Ronald Rainey – University of Arkansas

Over the last two decades, the U.S. has experienced tremendous growth in local and or regional food systems. The market drivers of these local and regional food markets are varied and include trust, health motivations, sustainability, support for local farmers, or desires to consumer freshly harvested products, to name a few. Regardless of the motivations, today's marketplace offers an array of opportunities for local and or regional food systems to not only serve an existing demand but to thrive as viable economic engines supporting local and regional entrepreneurship.

This session discusses an array of tools and resources that have been developed to support the development and performance of local and regional food systems. The session will focus on the success of the 2018 National Direct Agricultural Marketing Summit and on-going plans for 2019 as well as the local food economics website which features both Summits, <https://localfoodeconomics.com/>

10:15 – 10:45

Session B

Broadway A

Using Workbooks and E-Learning Videos Using Adult Learning Techniques to Help Small Scale Women Vegetable Farmers Better Manage Their Farms

Robin Brumfield – Rutgers, The State University of New Jersey; Burhan Ozkan, Rabia Vezne, Eda Ilbasmis – Akdeniz University, Antalya, Turkey

Our goals of are to provide a comprehensive training program for women farmers; to train them in technical, entrepreneurial and managerial skills We designed the educational program and workbooks for 10 days of educational training and were reinforced by e-learning videos for women who attended the training sessions and are available at <http://www.emwofa.eu/>.

We held the training sessions at the local elementary school in Antalya, Turkey for female greenhouse growers, from the hours of 1 PM to 3:30 PM for 10 days on July 3-14, 2017 for greenhouse growers for a total of 25 hours of training per participant. During the classes, we gave the women the workbook which contains worksheets on which to develop their business plans. At the end of each session, we assigned homework to develop the next section of their business plan.

At the end of the course, we asked the following five open-ended questions:

1. What do you feel was the most useful part of the program?
2. What topics do you feel should be included in this program?
3. What would you change about the program?
4. What changes have you made as result of attending EMWOFA training?
5. What changes do you plan to make as a result of attending EMWOFA Training?

Broadway B

Farm Succession Focus Groups Offer Insight into Program Development and Barriers to Address

Heather Schlessner, Sandy Stuttgart – University of Wisconsin Extension

Four focus group discussions were held with Wisconsin farmers in the fall of 2017. The goals of the discussions groups were to define farm succession; identify barriers to planning; identify educational needs and farmers' preferences for farm succession planning programming. Twenty-eight farmers participated. The discussions were audio-recorded, transcribed and analyzed with qualitative data analysis software. This session will present the results of the focus groups and offer program directions based on the results. The data indicates similar themes to work done in Pennsylvania by M.J. Pitts, et al, entitled *Dialectical Tensions Underpinning Family Farm Succession Planning*, published in the *Journal of Applied Communication Research* in 2009. These themes include tensions around control, change, financial needs, fair vs. equal, and communication when addressing farm succession. In addition to these tensions, the Wisconsin focus group participants identified learner needs that will shape future programming around not only farm succession education, but also other risk management topics that are emotionally charged and include life changes. This presentation will provide suggestions in program development based on the learner needs and ideas on addressing the tensions around farm succession conversations and planning. We will also share results we found regarding the various tensions and how these tensions influence a person's willingness to participate in Farm Succession planning. We will also share a Farm Succession manual that we developed to help county based extension educators with Farm Succession Programs.

Broadway C

A Farmer, His Son, and His Daughter Walk into a Workshop: A Review of Farm Succession Management Education in Maryland

Mayhah Suri – University of Maryland

What will happen to my farm after me? This is a question being asked around the country as many farmers begin transitioning to retirement. University of Maryland Extension specialists realized there were financial and legal risk management strategies that could be used to help farmers plan for their farm's future. Since 2014, specialists have worked to leverage funds, develop networks, and deliver programming to over 200 Maryland farmers on farm succession planning. Topics have included family communication strategies, explanations of local and federal estate law, relevant healthcare and long-term care laws, farm legal business structure, use of contracts, conservation and forest management leases, and tax laws. In a survey, 67% of participants reported they had never held a family meeting to discuss the future of the farm. Following the workshops, 82% of participants reported they learned about why their

farm needs to have a transition plan and 65% reported they learned how to establish goals for themselves and their transition plans. Many reported they will use the information to create business plans and/or hold family meetings. This session will provide an overview of this farm succession education series, how programs were developed using stakeholder input, marketing strategies, strengths and weaknesses of the program, and evaluation methods. Conference attendees may use similar strategies to develop, market, and evaluate farm transition management programming in their regions.

Citation B

From Surviving to Thriving: Financial Risk Management Strategies for Urban Farm Success

Neith Little – University of Maryland Extension

The purpose of the project has been to help current and aspiring commercial urban farmers in in the Baltimore and Washington, DC metro regions move from crisis-management to proactive risk management.

In our work with urban farmers we have observed their struggle with this transition. Many farmers get overwhelmed by the daily challenges of farming, spending their time seeking short-term financial solutions to keep their urban farms afloat.

Established urban farmers participated in to share their experiences with financial risk management strategies. Then a series of Urban Farmer Field Schools offered urban farmers practical education and challenged them to commit to learning and action using a learning contract tool. The learning contract was used to follow-up with participants later, to assess whether they had implemented the goals they had set. Finally, the project collaborators wrote an introductory urban farming risk management guidebook, which was revised based on feedback from additional urban farmer focus groups.

11:00 – 11:30

Session C

Broadway A

Next Generation of Female Farmers Engaging in a Sustainable and Competitive Agriculture

Gladys González-Martínez, Ysamart Fuertes-Hernández, Yaira Aviles-Ortiz, Roxana Aponte-Méndez – University of Puerto Rico-Mayaguez

Ten years after its inception, the Entrepreneurship Center for Women in Puerto Rico's Agriculture addressed the opportunity to increase environmentally sound farming activities, mainly by providing education and opportunities to young women. A group of participants enrolled in a two semester, 45 contact hours course each, to receive education in best farm management and best resource conservation practices with gender perspective during the calendar year 2018. The multi campus team of educators included faculty from UPR-Mayaguez College of Agricultural Sciences and College of Arts and Science, UPR-Aguadilla, UPR-Río Piedras, UPR-Medical Sciences Campus and Pontifical Catholic University-Mayaguez including the fields of agricultural economics, soil science, animal science, plant science, microbiology, sociology, political science, gender studies, public health and political science. Twenty five percent of participants were undergraduate and graduate students who were granted college academic credit (3 credit hours). The requirements for the young women included, in addition to attending all the topic presentations, home works and quizzes for each topic, drafting a business and marketing plan, participating in a field trip, keeping a reflective diary and shadowing for at least three half-days a female farmer mentor. Pretest and post test were

administered and results are being analyzed. An additional educational activity will take place in the summer of 2019 and data on adoption of practices learned will be collected.

Broadway B

Succession Planning for Washington’s Forest Landowners

Andrew Perleberg – Washington State University

A variation of the award-winning “Ties to the Land” succession planning curriculum was delivered to 200 rural families transitioning forestland located in traditionally underserved communities throughout Washington State. Risk management education topics included financial risk regarding family living expenses; legal risk related to inheritance laws; and human risk regarding health and well-being, family and business relationships, and transition planning. Evaluations indicate that 94% of participants learned communication strategies for conveying information about land inputs and costs, tree farm overhead, and were able to recognize and act on financial impacts of “what if” scenarios. Skills learned have helped mitigate liability and other legal risks and aided with identifying estate planning tools. Finally, families developed understanding for communicating ownership desires for the family land, have organized family ownership business structures, and have cultivated leadership strengths that are accomplishing management objectives for achieving the family’s goals.

Broadway C

Regional Workshops to Improve Missouri's Farm Labor Management

Wesley Tucker – University of Missouri Extension

Through multiple needs assessments, Missouri producers indicated that finding and keeping good employees is their top business challenge. In recent years, Missouri farmers have scaled their operations and added employees without formalizing their farms’ human resource functions. This project aimed to help farms compete in today’s tight labor market and understand the complex labor compliance environment.

University of Missouri Extension developed and delivered regional, in-person farm labor management workshops to help producers reduce human and legal risks by improving their human resource management skills and compliance. By learning how to better recruit, manage and retain employees and navigate personnel-related regulations and liabilities, participants gained tools necessary for sustaining their farms’ viability. Workshop topics included workforce trends, effective supervision and communication, recruitment, training, state and federal regulatory compliance and recordkeeping.

In addition, the project updated the 46 page, Missouri Farm Labor Guide, which includes resources, templates and checklists on farm labor management. Each participant received a copy and the manual is available on our website and serves as a valuable resource for producers throughout the state.

Citation B

Risk Mitigation Tools for Producers Entering Direct Market Channels

Kristine Ranger – The Learning Connection

Whether it be Farm to Institution, Field to Fork, CSA's, or Farmers Markets, producers who sell direct to the consumer face many unique challenges. Iowa State University, Michigan State University, Ohio State University and a host of collaborators are helping growers enter these niche markets using a variety of risk management tools and techniques. Presenters will discuss the lessons learned and best practices used for Meet the Buyer and Farm to School events, tours, and educational programming to reduce financial, marketing and production risks. Useful tools and templates will be available to participants.

11:45 – 12:15

Session D

Broadway A

Utilizing a Web Based Decision Tool for Crop Insurance Workshops

Ryan Larsen – Utah State University

Weather risk is a key factor for Utah farmers and ranchers. Two key issues exacerbate weather risk in Utah. First, Utah is the second driest state in US. Second, Utah farmers and ranchers depend on public grazing lands for their forage production. Even minor changes in precipitation dramatically influences forage availability for livestock. The introduction of Pasture, Range, and Forage (PRF) insurance that is based on a rainfall index has become a useful tool for managing weather risk. Utah State University Extension developed an online insurance decision tool to help producers analyze and understand PRF insurance better. The decision tool was utilized in 2018 during crop insurance workshops throughout Utah. This presentation will focus on the results of utilizing the decision tool during workshops and lessons learned from developing a web-based decision tool.

Broadway B

Mapping for Business Decision Making

Courtney Long – Iowa State University

Are you interested in utilizing maps and visual aids for decision making either as a business or organization in your planning process? This breakout session will highlight a new online curriculum that teaches a process to develop and create maps for decision making.

Mapping 101 provides helpful tools to express, through visualization, concerns or opportunities for new projects or existing issues within businesses and organizations. This online curriculum offers both a step by step process to develop place-based maps and assessments, as well as tools that are available to enhance a business feasibility study or proposal.

Participation in this program will provide an update on existing curriculum that you can participate in online. It will review the technologies, frameworks, and templates taught within the online platform.

Broadway C

Wisconsin’s Farm Human Resource Management Community of Practice: A Partnership Between Extension & Industry

Trisha Wagner, Jennifer Blazek – University of Wisconsin-Extension

Using the successful model of a community of practice, where people with similar interests participate in a process of collective learning, the University of Wisconsin-Cooperative Extension used the Becoming the Employer of Choice, a human resource management curriculum for farm owners and managers, to bring together Extension and industry professionals around the topic of farm human resource management.

Participants of the UW-Extension Becoming the Employer of Choice Train-the-Trainer program were invited to join the community of practice for support with their work and offering the curriculum to clientele. The community practice also offers professionals an opportunity to learn more about the topic and build their expertise through discussion of human resource management and common farm/clientele questions and issues, via bi-monthly webinar programs.

Participants in this session will learn more about the Becoming the Employer of Choice curriculum, the community of practice, and how they can get involved and use this program with farmers and the model with farm consultant clientele.

Citation B

Risk Management Considerations for the South Carolina Industrial Hemp Pilot Program

Nathan Smith, Trey Buckelew – Clemson University

The 2014 Farm Bill allowed the production of industrial hemp as a pilot program in states that legalized the cultivation of Cannabis Sativa L. South Carolina passed legislation in 2017 that created a pilot program allowing 20 farmer permits in 2018 for industrial hemp. All of the growers that received permits chose to grow CBD flower in order to produce crude CBD oil. CBD, or cannabidiol, is taken from the seeds and flower of the hemp plant and processed into oil that consumers use as a supplement. Little to no information exists in scientific literature on the production of hemp since it has been a Schedule 1 narcotic and classified as federally illegal until 2019. Marketing risks plagued many growers throughout the season and continue to do so today. The largest issue faced was the lack of an organized, standardized market. Many growers faced the issue of an unestablished market, struggling to sell their finished crude CBD oil. Clemson Extension developed an education program on production and economics that was presented at five locations, across the state, in November 2017. A cost of production study with eleven farmers was conducted to address the number one question: what is the cost and return potential? The twenty permit holders were spread over fifteen counties, growing on a combined 400 acres, and faced many issues during the first year. This presentation/poster identifies the major risks faced by farmers in 2018 and shows the results of the cost study.

2:00 – 2:30

Session E

Broadway A

Navigating Dairy Risk Management Decisions

Jerzy Jaromczyk – Cornell University

The continued economic stress faced by U.S. dairies, and the passing of the current Farm Bill, has led to recent changes and developments in the USDA programs designed to help those in the industry. Though this suite of dairy risk management products affords producers flexibility, it can also make devising a sound risk management strategy confusing. Furthermore, evidence of a lack of Margin Protection Program participation on the part of farmers who would benefit, characterizes the educational challenge at hand. This presentation will summarize the features and expected performance of various USDA dairy risk management tools, including the relatively new Dairy Revenue Protection insurance offered by the USDA – Risk Management Agency, the Farm Service Agency’s recently revamped Dairy Margin Coverage (formerly Margin Protection Program), and the Risk Management Agency’s long standing Livestock Gross Margin insurance. The costs and benefits of program participation will be presented along with an overview of the various considerations that producers should keep in mind throughout the dairy risk management strategy decision-making process. Experiences of educating New York producers to address their misconceptions and help them understand how these programs would perform for their farm will be discussed to provide the audience with ideas on how they can effectively communicate dairy program changes and guide the producers they serve.

Broadway B

Ag Lending Perspectives – Considerations for Farmers

Pauline Van Nurden – University of Minnesota, Center for Farm Financial Management

In today's challenging farm financial climate, having a positive lender relationship is key for farmers. Assisting farmers with this financial preparation can be an important advisory role you serve as an educator. Therefore, how can you be best prepared to serve in this capacity? This presentation will review best practices of ways farmers can maintain a positive relationship with their lender and be well prepared for bank meetings. Pauline Van Nurden has a long history of working with producers on financial topics as both an educator and as a lender. Her experience provides a unique opportunity to help producers have a productive working relationship with their lenders.

Broadway C

Training: A Simple Solution to Complex Issues

Natalie Gupton – AgSafe

Labor is business's most expensive resource and the agriculture industry is no exception. Since inception, AgSafe has educated the agricultural community on best ways to train their workforce; subsequently, this has allowed AgSafe to build strong relationships with producers. AgSafe embodies risk management and we work with our clients on daily basis to provide practical solutions to alleviate financial, legal/institutional and human risk.

AgSafe knows that legal and human risks associated with hired labor are interdependent. Depending on a grower's labor source, the level of risk exposure can vary. Specifically, when employing H-2A guest workers, statutory obligations within the program elevate a producer's legal risk far above typical risk encountered with domestic labor. Establishing effective labor management practices and policies will assist the producer in not only mitigating human risk but can ultimately quantify measures being taken for mitigation of legal risk and reduces personal and business liabilities.

Violations related to the health and safety of a worker can exceed \$50,000 per citation. Fines can be extremely crippling for a small producer; many would not even be able to financially withstand a single violation.

This presentation will review three case studies on how proper training and management practices would have prevented, or did prevent, a catastrophic incident in three different operations.

Citation B

Bringing Risk Management to the Forefront of Every Lesson Taught

Justin Chase – Tufts University, New Entry Sustainable Farming Project

Today the landscape in farming is quite different than it was a generation ago. American consumers are returning to local food and they're beginning to understand the choices they make and how they impact their food systems. Much has changed, but among all the changes I've seen in the last 30+ years, there is one that stands out the most: Farming is interesting again and suddenly it's cool to be a beginning farmer. Although this is seemingly a dream come true for those of us working in farmer support roles, it does bring with it a new and unique problem: People are jumping into farming without fully understand its myriad risks – risks that transcend basic economics and weather. It's now our responsibility to help them understand these risks and to help them decide whether to pass or play with each one. Moreover, it's our responsibility to help them manage the risks they feel are worth taking.

To that end, New Entry Sustainable Farming Project has recently made risk management a focus in every one of its courses, classes, and even one-off public workshops. During our two-

hour Explore Farming Workshop, we now present farming as a risky enterprise to cull the dreamers from those who are more likely ready. Although seemingly antithetical to a recruiting tool, we've received strong positive feedback from attendees on both sides of the equation, from those who are grateful to have avoided exposing jumping into something they didn't understand, to those who felt empowered by better understanding what's in front of them.

We then carry that premise of bringing risk management to the forefront by introducing it to every course, every day, without exception. We talk about production risks, and labor risks, and policy risks, but we take it a step further and engage our students in lessons devoted to recognizing how farm business choices may put relationships at risk, homes at risk, and even their own mental health. We don't sugar coat the issues and we're beginning to see lower attrition in our courses and greater resiliency in our graduates.

I will share this experience, and how it's impacting the immigrant farmers and socially disadvantaged farmers with whom we work every day. I would also like to share how the 2018 NERME Pre-Conference Seminar was a primary impetus for putting the whole thing in motion.

2:45 – 3:15

Session F

Broadway A

Marketing Risk Management in the Eastern Corn Belt: Basis Education and an Interactive Online Basis Tool

Nathanael Thompson – Purdue University

Increased price volatility, lower crop prices, and tight operating margins have increased the need for better marketing risk management skills. Although most crop producers are familiar with basis, the relationship between local cash and futures market prices, relatively few understand how to forecast basis and even fewer have access to historical basis data in their market region – 85% of the producers we interacted with did not have access to historical basis data. To fill this void, we developed the Purdue Center for Commercial Agriculture Crop Basis Tool, which provides producers in the eastern Corn Belt (Illinois, Indiana, Michigan, and Ohio) access to historical and contemporaneous basis data they can use to analyze trends and develop basis forecasts. The Crop Basis Tool garnered over 2,500 visits in just the first 9 months, and we have reached over 800 producers with programming related to this tool. In this session, we will describe the tool and how it can be incorporated into marketing risk management education and outlook programming, along with expected learning outcomes. Workshop-style programming will also be described, including specific examples of how educators can train producers to implement the information provided by the Crop Basis Tool into their marketing decisions.

Broadway B

Helping Native Producers Manage Legal Risk Through Culturally Relevant Food Safety Training

Erin Shirl, Blake Jackson – Indigenous Food and Agriculture Initiative at the University of Arkansas

The rules that FDA has developed under the Food Safety Modernization Act have added a new dimension to legal risk management for producers across the country as they seek to understand and comply with emerging regulations such as the Produce Safety Rule. For many American Indian and Alaska Native producers, part of this essential legal risk management also includes evaluating how to comply with regulations while upholding cultural values. As the Native American Tribal Center for Food Safety Outreach, Education, Training, and Technical

Assistance, the Indigenous Food and Agriculture Initiative has been working to train Native producers across the country on the Produce Safety Rule, using a culturally relevant curriculum we have specifically developed for Indian Country. Join our team members at this session to hear about the development of this curriculum and best practices for helping Native producers manage their legal risks in a changing regulatory environment.

Broadway C

Cattle Mineral Nutrition Program for Producers

Adele Harty – South Dakota State University Extension

Cattle mineral nutrition is complex and mineral status of feedstuffs can vary widely based on multiple factors including soil type, management, grazing systems, forage type and water. Cattle producers in South Dakota and North Dakota are faced with specific production challenges regarding minerals and mineral interactions, including deficient to toxic levels of selenium, high sulfur in water and by-products and high iron levels. Beginning in 2017, a mineral nutrition program for livestock producers was held in western South Dakota with representation from 20 operations. In 2018, it was held in central South Dakota and western North Dakota, with producers from 10 operations and 7 industry professionals attending. This program utilizes local and distance education to provide tools and information for sample collection for laboratory analysis. Program leaders then work with participants individually to interpret results and determine mineral deficiencies, toxicities and interactions. By analyzing specific ranch data, producers are able to make informed decisions in purchasing minerals that better match livestock needs and result in improved cattle health and performance. A total of 66 forage, 22 water and 2 mineral package samples have been analyzed over the two year period. Producers from 7 operations made significant changes to their mineral program based on results and observed improvements in herd health and/or reproduction. Plans are in place to continue to grow and expand the program on a regional level to provide producers with tools to make better management decisions regarding mineral nutrition and the impact on cattle health, reproduction and performance.

Citation B

Legal Risk Management: Strategies That Get Results in an Ever-Changing World

Rachel Armstrong – Farm Commons

How do you take complex laws and regulations and turn them into straightforward, risk reducing strategies that any farm can adopt? We'll share how one organization regularly gets 80% of workshop attendees to make at least one legal risk reducing change. Learn new ways to ensure farmers get the actionable, straightforward information they need, without sacrificing accuracy. At the same time, learn about emerging and common farm law risk exposures, plus action steps to reduce risks in the near term.

3:45 – 4:15

Session G

Broadway A

Measuring Program Outcomes

Margaret Viebrock – Washington State University Extension

Do you find it difficult to measure program outcomes? Some educators end up designing an evaluation tool after the program is put together and even presented. "Oops, they say, I need to show impact and how am I going to do it now?"

This session will lead participants through a process of first deciding why you want to evaluate an educational program and then designing the methods to get the outcomes you want. There is no single best way to evaluate your educational programs. However, the techniques

you plan to use need to be developed at the same time you are planning your educational programs.

Women farmers tend to answer certain types of evaluation questions better than others. The way you ask the questions will determine the rate of return. A variety of successful ways to measure outcomes and report impacts will be explained. The process to measure outcomes is not difficult, but it requires a systematic approach to get the answers you need.

The value of your educational programs and the ability to measure outcomes and impacts is important for determining program success, receiving grants, winning awards and job promotion.

Broadway B

Managing Agricultural Land in 2020 and Beyond

Jim Jansen, Allan Vyhnaek – University of Nebraska-Lincoln

The “Managing Agricultural Land in 2020 and Beyond” outreach series was developed based on interactions with extension clientele needing to address the current economic and financial risk management issues associated with management of agricultural land and related assets across farms and ranches. During 2018 this outreach meeting series was piloted as a fee-based workshop in four separate locations across Nebraska with a total of 82 participants.

The purpose of this program addressed the risk management issues associated with addressing agricultural land management including: financial and legal considerations for land leases; effective negotiation skills with landlords, tenants, and agricultural input providers; successful approaches for farm and ranch succession and transfer; and critical short and long-term decision-making and planning. The delivery method for this series included face-to-face engagement lasting three hours in length allowing for interaction between workshop attendees and instructors. The target audience for this project included being producers, small farms or ranches, women producers, and allied stakeholders across Nebraska. Additional recorded lectures were made available via the University of Nebraska-Lincoln’s Farm Real Estate website.

A survey was presented to workshop participants (N=82); from those 45 (54.9 percent) responded, and 90.6 percent stated they learned “some” to “much” about improving leases with current financial and legal considerations. 85.9 percent of respondents would use improved negotiation skills in land management; 68.1 percent of respondents would enhance farm succession plans; and 72.7 percent intended to adopt better practices for strategic decision making.

Broadway C

Farm Management 101 for Montana Farmers and Ranchers

Kate Fuller, Joel Schumacher, George Haynes, Eric Belasco – Montana State University

The Farm Management 101 workshops, offered in locations across Montana, seek to provide access to farm and ranch business management resources with an emphasis on risk.

Livestock producers, those involved in non-traditional crop production, and minority groups (specifically Native American producers in Montana) have historically accessed federally sponsored risk management tools less than commodity crop producers and other farming demographics. Through informal conversations and early workshop evaluations, we identified these groups as both requiring specific, targeted educational efforts and not currently being served by our efforts to provide farm management and risk management education in Montana.

To date, after two years of workshops, we have reached approximately 125 people. We have offered the workshops in three reservation communities. This year we will offer eight workshops, including two in reservation communities. Two workshops will have a local and direct to consumer focus, one will be crop-focused, and three will have a livestock focus. The remainder will be some combination of those topics. Local county and reservation extension faculty are responsible for providing some content and guidance in selecting the remainder of the content, making each workshop unique and focused on the local community.

By the time of the 2019 ERME Conference, the winter 2018/2019 workshop series will be complete. We will present course evaluation data and comments from this round of workshops. We will also encourage audience discussion and feedback, which will be useful in informing the next round of workshops in 2019/2020 and potentially forming collaborations with other states.

Citation B

Reducing Legal Risks Through On-line Education

Seth Wilner – University of New Hampshire

A Northeast Risk Management Education funded program was developed to address farmers' requests/needs to build their legal knowledge based on the following tenets: the need to revisit materials, as laws are complex; the need to apply laws to one's own farm situation; the inability to find a central location for in-person sessions in a multi-state region; and the unique state laws.

To meet these needs, an on-line program was created for five states - NH, VT, ME, DE, and MD. Two highly skilled, seasoned agricultural lawyers developed the legal materials while a technology person skilled in adult education worked with a small team to create an interactive project.

The legal topics focused on reducing risk by understanding laws related to employment, financing, leasing, value added, Agritourism, and business structures.

The project was hosted on eXtension so it can stay in perpetuity and be accessed by current and future program participants.

This presentation will share the results of the program, the materials, how technology was used, recommended changes for future programs, obstacles experienced, and strategies used to overcome these challenges. Participant feedback will likewise be shared.

Thursday, April 4, 2019

75-Minute Professional Development Session

9:30 – 10:45

Producer Impacts from the Tax Cuts and Jobs Act

Rob Holcomb – University of Minnesota

Citation A

The Tax Cuts and Jobs Act (TCJA) was signed into law on December 22, 2017. This legislation contains the largest changes to the U.S. income tax system in over 30 years. TCJA affects all sectors of our economy. While most provisions of TCJA were scheduled to take effect for tax years beginning after December 31, 2017, most provisions of TCJA will expire after 2025 and some provisions are permanent.

TCJA modifies tax rates for both individuals and corporations, increases the standard deduction and eliminates personal exemptions. Changes to like-kind-exchange rules impact machinery trades. Traded or relinquished equipment is now considered an out-right sale. TCJA also created a 20% deduction from qualified business income (QBI). The 20% QBI deduction is available to all business entities except C-corporations.

The purpose of this breakout session is to examine the major components of the Tax Cuts and Jobs Act and how this legislation will economically affect farmers.

9:30 – 10:00

Session H

Broadway A

Understanding and Estimating Health Insurance – Using the Smart Use Health Insurance™ Program with Farm Audiences

Maria Pippidis – University of Delaware Extension; Jesse Ketterman – University of Maryland Extension

Farming is one of the most dangerous businesses and health insurance is key to managing the risks of illness, accidents and chronic conditions. Lack of access to affordable health insurance is one of the most significant concerns facing American farmers, an overlooked risk factor that affects their ability to run a successful enterprise. As health care costs continue to rise, it is important for farmers and their families to better understand and estimate the costs and integrate them into their financial plans. Since 2010, University of Maryland Extension, and University of Delaware Cooperative Extension brought leadership to and developed the Health Insurance Literacy Initiative (HILI) Team. This team has sought to reduce confusion, increase capability, and increase confidence of consumers to empower them to make smart choice and use decisions about health insurance.

Understanding and Estimating Costs is a 1.5-hour module developed by the HILI Team as part of the Smart Choice / Smart Use Health Insurance™ curriculum. It was researched, developed, and then pilot tested. Evaluations indicate that participants increase confidence in understanding cost terms and estimating total health care costs. Additionally, participants are more likely to determine how much is needed to cover health care expenses.

Participants in this session will learn about and participate in the key components of the Smart Use Health Insurance™- Understanding and Estimating Health Insurance Costs module. Specifically they will 1) Understand the objectives and content of the module, 2) Analyze how

to estimate and plan for these costs using a case study method, 3) Review evaluation strategies and outcomes and 4) become aware of the Smart Use™ and Smart Choice Health Insurance™ resources.

Broadway B

Developing Learning Communities Using a Case Study Model

Stacy Hadrick – South Dakota State University

Equipping beginning farmers and ranchers to navigate the current business environment South Dakota State University (SDSU) created a holistic educational program. The intention was to provide an integrated and adaptive problem-solving approach to managing complex systems. One of the key success pieces was developing the educational workshops around established livestock case studies. The two different livestock production methods modeled were; seedstock and retained ownership to slaughter that focused on different production models. The curriculum covered all five risk management areas but was complemented by tours of each case study operation. The case study livestock producers also interacted with the beginning producers during a question and answer session allowing participants to ask direct questions about all aspects of the established businesses. This interaction broke down the barriers between established livestock producers and beginning farmers and ranchers and has resulted in valued relationships. The beginning farmers and ranchers have utilized the established producers to help develop their businesses and create more networks to make positive, life changing business decisions.

Broadway C

Leadership for Successful Employee Management

Nathan Hulinsky – University of Minnesota Extension

Learn how to get your employees more motivated and engaged. Employee turnover is costly to any business; The Society for Human Resources Management estimates that employee turnover costs a business six to nine months of salary. Leadership for Successful Employee Management helped managers improve employee communication and management, thereby increasing employee retention.

Each program the University of Minnesota Extension conducted consisted of three classes and two webinars that featured lectures, discussion, and exercises. Participants improved their leadership, communication, and supervisory skills to become the employer of choice. Instructors introduced strategic concepts first (e.g. business culture, leadership, employee engagement) and checked in throughout the program to see how participants were implementing these skills in their business. During the last class, more tactical issues, such as hiring and tax laws, were discussed. The program addresses both human and legal risk. Two sites with all three classes were presented with the total attendance of 35 participants. This workshop was geared towards dairy and hog farmers due to their labor-intensive industry. This session will go over the results of the course and ideas for future employee management strategies.

Citation B

Education and Conservation Through Conversation: Podcasting as an Effective Risk Management Communication Medium

Tipton Hudson – Washington State University

The Art of Range is a first-of-its-kind podcast produced by Washington State University in cooperation with the Society for Range Management. It has been designed to address risks to ranching. The title "Art of Range" plays on the idiom that range management is both art and science. A science is a body of knowledge to be acquired. We know much about the biophysical world and the numerous ecological interactions among organisms. An art,

classically understood, is the practice, the application of a body of knowledge. Rangeland management is an art as well—those whose livelihoods depend on making good decisions over a lifetime on the land require skill developed from continual adaptive learning. Sustainable rangeland-based livestock production is important to society as one of the only methods of food and fiber production that relies on naturally occurring plant communities. In fact, both ranchers and sociologists believe that the main threats to the continued viability of ranching as a socioeconomic business enterprise are economic and political rather than ecological. Social problems require social solutions. Social solutions require deep, integrative thinking that is increasingly rare in an increasingly digital society. We cannot and should not automate mental labor. Conversation, including recorded conversation, engages our highly plastic human brains in ways that strengthen our abilities to synthesize complex information. The Art of Range podcast broadcasts interactive conversation with some of the brightest minds in rangeland management, including ranchers, researchers, and resource professionals, on the toughest topics related to ranching risks. This podcast project is part of a RME-sponsored results verification pilot since this is a novel educational approach for risk management. In the first three months of the podcast, with 1500 "listens" across 6 initial episodes, 87% of survey respondents indicated they learned something new, but more importantly, 82% indicated they would adjust their behavior as a result.

10:15 – 10:45

Session I

Broadway A

Louisville Kentucky's High Tunnel Initiative

Kurt Mason – USDA Natural Resources Conservation Service

The capacity to produce fresh fruits and vegetables exists on many landscapes. Within the urban environment, there are opportunities to assist a growing number of producers to connect with their communities and neighborhoods by offering a variety of locally grown produce. Within many communities, there is a disconnect not only in the affordability of fresh foods, but also in the access to healthy choices. The USDA/NRCS Environmental Quality Incentives Program's High Tunnel Initiative offers a unique opportunity in helping to support sustainable food systems in cities.

In Louisville, Kentucky, high tunnels, partially funded through the NRCS EQIP Program are being constructed on vacant lots, in backyards and urban farms in areas where the food choices are generally fast, low-quality processed food or something from the corner convenience store.

Find out how Kentucky's Urban Conservationist has been working in Louisville's West End and other underserved communities to help non-traditional farmers and community leaders address food insecurity issues as well as other natural resource concerns. Community outreach, the development of partnerships, and connecting people with resources are keys to finding success. In its third year, the program is in route to having more than 50 Urban High Tunnels on the ground in the city.

Broadway B

Sharing the Spotlight: Producer Risk Management Education in Texas

Joe Outlaw – Texas A&M University; David Gibson – Texas Corn Producers

Extension educators tend to work in a vacuum in educating producers. There are a number of reasons for this. In some situations, extension reporting systems only count specialist led contacts in reports to state and federal agencies then there is less incentive to partner with

interest groups and other nongovernmental organizations (NGOs) in educational programming. Also, there can sometimes be backlash for specialists from partnering with one NGO over others who operate in the same areas. These and other reasons can limit the desire for specialists to team up with NGOs to deliver educational programs. This session will feature representatives from two longtime partners – Texas A&M Agrilife Extension and Texas Corn Producers as each discusses the benefits from collaborating to their own organizations and their producers in the State of Texas

Broadway C

Helping Producers Reduce Risk by Building Labor Management Know-How

Beth Holtzman, Mary Peabody – University of Vermont Extension

Join this fast-paced session to learn about the Ag Labor Dashboard and its growing suite of tools and resources that you can incorporate into your programming to help producers manage production, financial, human and legal risks associated with being a farm employer. The Ag Labor Dashboard is part of two multi-state, USDA-AFRI funded research and extension projects working to help farmers improve labor management on small and mid-sized produce farms. Project partners include the University of Vermont Extension, University of New Hampshire Cooperative Extension, University of Wisconsin Center for Integrated Agricultural Systems, Ohio State University, and North Carolina A&T.

After a short summary of the findings from research thus far, we'll take you on a quick tour of the dashboard and its four interactive tools -- the "Are You Ready to Hire? Self Assessment," the "Job Description Generator," the "Employee Cost Estimator," and the "Employee Policy Manual Generator." All four tools were designed to help farmers address labor management challenges that contribute to financial, production and legal risks. You'll learn how farmers can use the dashboard tools to identify priority risk management concerns for their particular operation, and how it can point them to specific resources -- many of which are at the Ag Risk and Farm Management Library -- that can address their needs. We'll end the session with time for questions and an open discussion about ways participants can envision using Dashboard in their programs.

Citation B

Using YouTube, Constant Contact, and Traditional Methods to Teach Backyard Poultry Producers

JJ Jones – Oklahoma Cooperative Extension

Several trends such as Farm to Table, Local Foods, and Sustainable Organic or Natural Production have caused an increased interest in small flock poultry production. Both traditional and non-traditional producers are trying to capitalize on these trends. Producers are trying to produce eggs and meat not only for their own use, but also for consumers. There are multitudes of challenges that these producers now face. The general lack of knowledge of general production practices, financial budgeting, marketing, state and federal regulations regarding selling eggs and meat, and liability issues when selling eggs and meat are some of those challenges.

Traditional poultry education programming when it exists, typically caters to large scale production operations. Most times, small flock poultry is considered a hobby and a not for profit operation. The Managing Risk for Oklahoma's Small Flock Poultry Producers conducts educational programming geared towards these small-scale operations. The goals are to educate producers about the risk management skills need to be successful, profitable and legal. In addition to traditional production practices, this project also educates producers about the qualifications and production practices required to be considered natural and/or

organic. These educational programs are being delivered using both traditional face-to-face workshops and videos on YouTube.

This project is also using the e-mail marketing platform Constant Contact to help deliver timely news articles, marketing of upcoming workshops and videos, and evaluate the effectiveness of programming. This program allows us to do more than just deliver e-mails. This program has the capability of creating web-based surveys that can be used to evaluate programming efforts months after being delivered. The program keeps track of e-mails delivered, opened, surveys clicked on, and results of the surveys both on an individual and group basis.

11:00 – 11:30

Session J

Broadway A

Educating Ohio Producers on Emerging Weed Issues: Waterhemp and Palmer Amaranth

Beth Scheckelhoff, Jeff Stachler – The Ohio State University

Ohio farmers are facing new production challenges, including emerging noxious weeds that will increase management costs and decrease yields over time if these species become established. In recent years, weed surveys in Ohio have identified the presence of two pigweed species, Palmer amaranth (*Amaranthus palmeri*) and waterhemp (*Amaranthus rudis*) to varying degrees across the state. In an effort to curb the establishment of waterhemp and Palmer amaranth in Putnam County, OH, a summer workshop and winter educational program were designed to increase farmer awareness and knowledge of these species. Both programs exposed farmers to live pigweed plants either harvested from nearby fields (summer) or grown in a greenhouse (winter) for identification training. Key discussion topics included plant biology, weed seedling characteristics for proper identification, and cultural and chemical management strategies. Over 120 individuals participated in the programs. Respondents (n=46; 38% response rate) representing 5% of farm acreage in Putnam County indicated that 37% had positively identified waterhemp and 13% had positively identified Palmer amaranth on the ground they farm. Based upon the education received, 41% of respondents indicated they would make changes in their farming practices while 30% indicated they might make changes. Program details and survey responses will be discussed in greater detail.

Broadway B

Bridging the Gaps – Lessons Learned from the WV Food Safety Training Initiative

Doolarie Singh-Knights, Karen Cox, Jodi Richmond, Brandy Brabham, Alexandria Straight – West Virginia University

Growing demand for local, distinctive foods has increased local food market opportunities in WV. However, policies such as the Food Safety Modernization Act (FSMA), and produce-related foodborne illness outbreaks have raised concerns among consumers and producers alike about the safety of directly-marketed produce. For producers to stay well-positioned in the local food movement, they must understand state and federal food safety regulations, buyers' demands, and consumers' expectations, and comply with these requirements in a cost-effective manner. Failure of local food-systems stakeholders to be proactive in food safety education will result in increased vulnerability to food safety liability, loss of lucrative markets because of non-compliance, or cause producers to exit the industry because of anxiety over the issue.

The WV Food Safety Training Initiative represents an inter-agency and cross-disciplinary partnership, to deliver a 'one-stop-shop' for food-safety training and producer assistance, necessary to grow the local food economy. Since 2016, we have trained 250 producers in two critical areas: best management practices in food safety compliance; and integrating these

recommendations into a holistic farm food-safety plan, designed for whole-farm planning and comprehensive risk-mitigation, and 3rd party audits.

This presentation discusses four main aspects of the 'WV Food Safety Training Initiative': priority areas addressed and risk-management tools recommended; key partnerships that made this project a success; notable project outcomes and impacts; and challenges producers faced in food safety compliance. This information can be used by other agricultural service providers to help their respective target audiences adopt a holistic food safety risk management paradigm.

Broadway C

Ag Help Wanted: Guidelines for Managing Agricultural Labor

John P. Hewlett – University of Wyoming; Trent Teegerstrom – University of Arizona; Jeffrey E. Tranel – Colorado State University Extension

Ag Help Wanted is an educational guidebook designed to assist every person who currently manages or expects to manage human resources on farms, ranches, nurseries, dairies, and other agricultural operations. The book can be used as a source of ideas for improving management policies or practices, an occasional reference in coping with problems that arise, or a base for systematic study of human resource management in agriculture. It presents principles, practical examples, regulatory considerations, and leads to more references that all help equip managers to make choices that are reasonable, legal, and ultimately effective for both their businesses and the people they employ.

Ag Help Wanted components include: the Ag Help Wanted guidebook in both printed and digital (PDF) formats and an online companion website (AgHelpWanted.org) that provides: links to book content, content highlights (English/Spanish), support links to federal, state, and other supporting agency documents/websites, and video clips offering nine sets of brief vignettes that illustrate approaches to one-on-one communication in problem work situations.

Citation B

Developing a Financial Benchmark Program for Northeastern Direct Sale Diversified Produce Growers

Michael Sciabarrasi, Seth Wilner – University of New Hampshire

A pilot project, partnering with the Center for Farm Financial Management, made significant strides in providing a foundation for a benchmarking program for Northeast direct sale, diversified produce growers. Our project worked with 10 diversified produce operations in NH, VT, MA, and ME. Participating producers were required to have more than \$150,000 in gross sales of which at least 60% was from their own produce and could not have more than 30% wholesale sales. In addition, the farm had to be the major source of income for at least one family member and been operating for a minimum of 5 years.

This presentation will share the financial benchmarks our team decided to use, the impacts made to date, the challenges we found common across the farmers with whom we worked, the information we will be uploading to the National Farm Benchmark database, and our approach moving forward to expand this pilot to six states and 35 farms as we begin a new NIFA Benchmarking grant.

Participants who attend this session and work with farmers on record keeping and farm financial topics will be able to apply lessons learned and ideas to their efforts. We will also inform participants of grant options they can seek to fund their projects.

Citation A

**Diagnosing Capacity Constraints to Expanded Niche Meat Production in Colorado:
An Assessment Tool**

Daniel Mooney, Martha Sullins, Dawn Thilmany, Becca Jablonski, Miles Rollison – Colorado State University

A lack of processing capacity is an often-cited constraint to further expansion of niche meat production, both in Colorado and nationally. Small- to mid-sized niche meat livestock producers often make decisions about livestock finishing well in advance of their need for processing services, and uncertainty around the availability of these services imposes significant marketing and financial risks. Building and strengthening connections among niche meat producers and processors stands to reduce these risks and enhance the economic vitality of these businesses as well as improve consumer product offerings. This presentation introduces an assessment tool for diagnosing processing capacity constraints to expanded niche meat production and highlights its application to a 2018 case study of the niche meat value chain in Colorado. In addition to addressing physical processing capacity and identifying processors' business development needs, the tool is unique in that it also addressed factors influencing (and limiting) processor's willingness and ability to reallocate or expand on their existing processing capacity in response to future niche meat livestock processing opportunities. Of interest to other extension professionals, our discussion will highlight how the tool offered new perspectives on capacity constraint issues, resulted in new extension programming and recommendations, and provided general lessons on diagnostic tool development, implementation, and analysis.

Conference Evaluation

Following the conference, you will receive an email message with a link to a conference evaluation survey. Please take the opportunity to complete the online survey at your earliest convenience.

Your input is very much appreciated and is critical to the success of the ERME Program!

Poster Abstracts

Poster Session and Networking Reception

Wednesday, April 3, 2019

6:00 – 8:00 PM

Gallery Ballroom (16th Floor)

Poster Abstracts

Listed Alphabetically by Title

AR Farm Mediation Program and Farm Financial Stress

Celise Weems – University of Arkansas, Div. of Ag Cooperative Extension Service

USDA Agricultural Mediation Program makes grants to state entities to provide alternative dispute resolution through mediation to agricultural producers, their lenders, and others directly affected by the actions of certain USDA agencies.

An impartial mediator helps participants review and discuss their conflicts, identify options to resolve disputes, and agree on solutions. Ideally, this process helps avoid expensive and time-consuming administrative appeals and/or litigation thus reducing the effects of financial stress on producers.

Benefits and Change in Business Strategies from Ag-Marketing Education in Puerto Rico

Alexandra Gregory, Gladys González-Martínez, Jorge A. Gonzalez-Soto – University of Puerto Rico

Farmers and ranchers in Puerto Rico need more marketing skills, so they can manage marketing risks. This project proposed to deliver marketing skills and consumer economics education to two groups in Puerto Rico. To achieve the objectives we proposed to offer 24 hours of training in the following topics: Managing Risks, Introduction to Marketing, Market Trends and Introduction to Microeconomics, Market Segmentation and Target Market, Decisions based on a Consumer Approach, Introduction to Market and Consumer Research, Developing Marketing Plan, Developing a Business Plan, and Promotion and Importance of promoting in Social Networks. A follow-up questionnaire was design to determine if participants are using their marketing education to improve their business and prepare their business plan and marketing plan. The poster presentation include results from the follow-up questionnaires for both groups of farmers and ranchers to determine the impact of educational activities and materials with their marketing and business strategies

Carinata: Economics of a biofuel feedstock and Producer Constraints to Increased Adoption in Alabama

Jessica Kelton – Auburn University

Carinata (*Brassica carinata*) is an oilseed crop grown as a cool season feedstock for renewable jet fuel production. Growth habits of carinata make this crop suitable for winter production across many areas of the Southeast, particularly in Alabama. There are many potential benefits to producers incorporating carinata into their current crop rotation including: increased revenue from a second crop, improved ground cover during winter months, and improved crop diversity without displacing any current acreage used for food production. However, as with any new crop, producer willingness to adopt the crop can be hindered for a number of reasons such as price points, lack of general agronomic understanding, and concern over long-term viability of the market. The Southeast Partnership for Advanced Renewables from Carinata (SPARC), led by the University of Florida, has worked to investigate the issues facing growers in southern states, increase number of acres planted to carinata, and ensure that carinata is a sustainable biofuel feedstock in the future. In Alabama, work continues to identify potential suitable varieties, disease management strategies, as well as yield potentials and profit margins for growers in the state.

Connecting and Supporting US Women in Agriculture Programs

Beth Holtzman, Mary Peabody – University of Vermont Extension

<https://womeninag.extension.org>

The "21st Century Management: Enhancing Educational Programming for Beginning Farm and Ranch Women" project is developing resources and training for educators interested in improving, expanding and starting programs for beginning farm and ranch women.

This four-year project brings together a diverse, national team of educators, researchers and farmers to evaluate existing programs and curricula; identify gaps; and create a central repository where educators can access high quality, peer-reviewed curricula and training materials that match the learning needs of their women-in-agriculture audiences.

Funded by the USDA NIFA Beginning Farmer and Rancher Development (BFRDP) program, with additional support from the eXtension Foundation and Agribank, the project is organized around key topics of high importance to farm and ranch women, all of which have significant risk management dimensions. They are leadership and management; business scale and profitability; land access, transfer and stewardship; legal issues and farm safety, mechanization and ergonomics.

This poster, and supplementary hand-outs, will provide an overview of work accomplished thus far in the project, emphasizing tools, resources, curricula, and training opportunities educators can access to help deliver more engaging and effective programs for women farmers and ranchers in their locale. It will give conference attendees opportunities to ask questions and share information with our project team members so that we can incorporate their ideas/concerns in the final year of our project.

Creating an Effective Learning Environment for Farm Women

Elaina Enzien, Kelly McAdam – University of New Hampshire Cooperative Extension

<https://extension.unh.edu/>

UNH Cooperative Extension has offered Annie's Project, a farm management education program for women, in New Hampshire since 2014. One of the key attributes of this program is that it brings farm women together to learn from each other. Organizers observed that women in these programs found the networking time to be especially beneficial, yet limiting due to time constraints of the event. When participants feel comfortable sharing their experiences, it contributes to the social learning experience that makes adult learning effective.

Grant funding was awarded to offer three Annie's Project programs in 2017 and 2018, which enabled organizers to reduce the cost of holding the program and expand its offerings in New Hampshire. In planning meetings, women farmers were asked what time of the week and year would enable their attendance for an 18-hour educational program. Women preferred to have one weekend where they could focus on the program with limited distractions and where travel would not be prohibited by weather. In an effort to accommodate this preference, the Annie's Project program was held in New Hampshire as a weekend retreat format. Women arrived on a Friday afternoon and the program concluded by noon on Sunday. Effort was made to choose venues that were seasonally attractive, family-friendly, and had reasonably-priced lodging accommodations. Women were also able to bring their families with them, reducing the burden of child care in their absence, and enabling their participation.

Women participants were able to connect with their peers within the first three hours of the program, where generally the connections would not have formed until the second or third session of a multi-day program. Group activities on communication and conflict resolution set the stage for developing connections, making participants feel comfortable in sharing their own experiences. Through this deeper level of engagement, participants better understood topics in financial management, saving for retirement, communication issues on the farm and ways to manage risk on the farm. When participants have the time and format to become comfortable with each other, it improves the educational experience for all.

Crop Insurance and Price Risk Management Evaluation Tool

Todd Davis, Tyler Mark, Jonathan Shepherd – University of Kentucky

The Crop Insurance and Price Risk Management Evaluation Tool developed by the University of Kentucky is used to help grain farmers evaluate their pre-harvest risk management alternatives. The decision spreadsheet calculates the return over inputs, land costs, overhead, and family living expenses for various harvest time prices and yields. Managers can evaluate how revenue protection or yield protection insurance can reduce risk in combination with price risk management products. The decision tool allows managers to evaluate how cash forward contracts, hedging, put options, and basis contracts can be used with crop insurance in a portfolio of risk management products. Managers can evaluate the returns numerically in a data table and in a graph to help those who prefer to visualize the effect of price and yield variability on returns.

This deterministic spreadsheet helps managers identify the price and yield levels where costs are not covered even with the use of risk management products for corn, soybeans, and wheat. Each crop's risk management plan is aggregated into a whole-farm profitability table and graph. Managers can perform sensitivity analysis on yields for the three crops to evaluate the impact on the farm's return over budgeted costs.

This spreadsheet is being used in day-long risk management workshops across Kentucky. Extension agents involved in testing the spreadsheet provided positive feedback on the usefulness in illustrating the impact of lower prices and yields on profitability and how pre-harvest marketing can reduce risk as compared to selling at harvest.

Crop Insurance Conferences

Ron Haugen – North Dakota State University Extension

North Dakota State University Extension has conducted an educational effort for 26 years. Each January, a one day conference is conducted in Fargo North Dakota. The intended audience are crop insurance agents and underwriters, crop insurance company officials, agricultural lenders, farm business management instructors and extension agents. Typical topics presented include: crop insurance rule changes, crop insurance issues, crop insurance products, ethics, market outlook, weather outlook and other current topics of interest. The objective is to educate and inform attendees so they can deliver to, educate and inform producers. Insurance continuing education credits are offered.

The presentation to the ERME conference discusses: a description of the crop insurance conferences, selected presentation materials, program administration and program evaluations and statistics. Attendees of the ERME conference and others could use this information and adapt it for their own situation.

Empowering Producers to Manage Risks Across the Southern Region

Erica Barnes Fields, Emily Davis, Ron Rainey – University of Arkansas

<https://srmeec.uaex.edu/>

Since the Extension Risk Management Education (ERME) program began, the Southern Center has funded 286 farmer trainings addressing 31 major risk management topics 1,165 times across the 13 states and 2 territories throughout the Southern region. These impactful farmer and rancher trainings were specifically designed to address the risk management education needs of Southern producers. Across ERME's five main risk—production marketing, financial, legal and human—areas, funded projects seek to empower producers to manage the risks faced daily on their farms and ranches. The ERME program seeks aspirational goals in these five main areas that ultimately enhance profitability by successfully managing agricultural risks. The poster details specific activities across the region examined by risk category and aspirational goals. In addition to discussions on the risk management topics addressed, the poster will detail the diverse producer audiences targeted with the trainings.

Evaluation of Economics of Cool-Season Annuals or Reduced Labor Supplementation Systems for Wintering Cow-Calf Pairs

William Kelley, Max Runge, Kurt Mason, Kim Mullenix, Joshua Elmore, Jessica Kelton – Auburn University

Cattle producers typically feed hay and supplement for a 90 to 120 day window to maintain cows during the winter in Alabama. A 75-day trial evaluated the use of three systems (n = 3 replications per system): 1) rotationally grazed-winter annuals (GWA) on a 14-day rotation, 2) free-choice whole cottonseed (WCS) and bermudagrass hay, or 3) 50% soybean hulls and 50% corn gluten feed (SH:CGF) fed on alternate days at up to 1% BW daily and free-choice bermudagrass hay. GWA had the greatest Total Cost Per Pair Per Day (TCPD) for the 75 day grazing system at \$6.58, followed by WCS at \$4.73 and SH:CGF at \$4.86. Initial and final cow BCS was not different among treatments (P = 0.1558). Cow ADG was greater (P = 0.0370) on GWA than SH:CGF and WCS (0.9, 0.2, and 0.2 kg, respectively), and calf ADG followed a similar pattern (1.5, 1.2, and 1.1 kg/day for GWA, WCS, and SH:CGF, respectively). WCS and SH:CGF were static across trial when only days of trial are considered, but TCPD decreased linearly (R² = 0.9723) as days on grazing increase. GWA becomes the low cost feed option (with WCS and SH:CGF inputs remaining constant) if trial days were extended to 119 days. This project demonstrates that GWA produces greater animal performance than other project diets, but requires additional grazing days (>119) to be the least cost feeding option.

Farm Financial Performance

Charles Brown – Iowa State University Extension

Profits from the farming operation have to support four areas of the farm operation; interest, family withdrawals, debt reduction and growth. How efficiently a farm operation converts gross revenues into profits directly affects these four areas. When you couple the efficiency with the ATO, asset turnover ratio, of an asset you start to see how asset selection can affect the ability of an operation to service debt, fund growth, pay interest and provide for family living. C3-59 is a spreadsheet on the Ag Decision Maker website at Iowa State University that uses a farmers tax records and/or accounting records to help analyze the financial performance of the farm business. It helps to determine if there are problems in the farm operation and if it is an operational or capital problem. technical assistance and research to explore legal options to help farms adapt to the new regulations through buy-outs, easements and entity restructuring.

Farm Tax Workshops for Missouri Farmers and Ranchers

Mary Sobba – University of Missouri Extension

Understanding taxes is a challenge for many farmers and ranchers. There are many rules, which can make a substantial difference in the total tax amount. In December of 2017, the Tax Cuts and Jobs Act was signed into law with many changes affecting agriculture. The new law provided the most drastic changes in over thirty years. University Extension offered training for tax preparers, and then realized additional training was needed for farmers and ranchers. Extension specialists developed content for a workshop, which was delivered by three extension specialists focusing on topics relevant to farm families. The topic of individual issues included information affecting all taxpayers such as tax brackets, estate and gift tax exemptions and charitable contributions. Agricultural tax issues focused on qualified business income deduction and depreciation changes. State issues focused on drought elections and deductions. The purpose of the workshops was to help the farmers and ranchers understand the changes, so they could be more prepared to work with their tax preparer. Workshops were delivered using distance learning technology (Zoom) to reach many parts of the state. Extension specialists developed a survey to determine the knowledge gained and also the effectiveness of using distance education. The survey data was very positive, so extension specialists are considering offering annual farmer tax workshops. The workshop was a program with no participant fee.

From Education to Application – Finding the Missing Link

Karen Cox, Doolarie Singh-Knights – West Virginia University

Essential aspects of Risk Management Education include increasing knowledge and imparting importance. However, behavioral change, adoption, or application is typically the ideal goal of educational outreach. In order to get participants to change their behavior or adopt new strategies, it is important for educators to fully investigate any prohibitive factors which may prevent participants from putting their knowledge into action. These issues may be, but are often not, related to the subject matter.

We will demonstrate how a simple stumbling block can prevent program participants from adopting risk management strategies, even if they report understanding them and their importance. This presentation will identify simple techniques for recognizing the presence of a barrier in a participant. Furthermore, we show how identifying and addressing this issue can create behavioral change. Our example focuses on how we pinpointed that a lack of confidence in Excel skills from some WV Annie's Project participants kept them from adopting financial risk management strategies, and how it was addressed.

Some of the reported results from the change in programming include participants sharing excitement about keeping records, sharing decisions made based on records, reporting time saved, and reporting being better prepared for their taxes. Thus, finding and removing this non-subject related barrier enabled participants to more fully apply the knowledge gained from Annie's Project and adopt positive financial risk management strategies.

Impacts of Marketing and Risk Management Education and Producer Success

Emmy Kiphen – Texas A&M University

<https://aqecoext.tamu.edu/programs/marketing-programs/master-marketer-program/>

The Master Marketer Program trains producers in risk management and crop and livestock marketing skills with the uncertainties of markets, economics, legalities, weather, and technology. The course structure, a 64-hour program conducted over 8 weeks, allows time for attendees to evaluate program content within the context of their operations. Time and limited class size allows for participants to return with questions, consideration of a wide range of "what if" scenarios, and relationship building and networking. Participants learn from each other as well as the instructors. Subject matter is taught at a highly applied level, by instructors based upon their expertise and communication skills, using a combination of teaching techniques including lecture, problem solving, group-work simulation exercises, and game playing. During Master Marketer's 23-year run, 1,246 participants have graduated from 29 programs.

The purpose of this research is to determine the program elements that lead to successful outcomes for producers in bettering their marketing confidence and marketing expertise. Graduates are surveyed 2-1/2 years after course completion as an assessment of improved marketing behavior covering the application of marketing tools and skills that have led to higher prices and economic impacts from change of practices. Evaluations show an increase in participants' understanding and use of marketing concepts including budget analysis, marketing plan development, general risk management, and crop and livestock marketing strategies. The survey response rate for the 2-1/2 year post-evaluations has averaged about 60% and indicates increased returns to producers' bottom-lines averaging 4.5% and \$35,000 per participant per year.

Ladies on the Land: Continuing to Equip Women Landowners with Farmland Leasing Knowledge and Skills Now and In the Future

Beth Scheckelhoff, Peggy Hall, Emily Marrison, Tony Nye, Chris Bruynis – The Ohio State University

<http://putnam.osu.edu>

The USDA estimates that individuals not actively involved in farming own 80% of rented farmland in the US. In many cases, female landowners with limited knowledge of farming or farm leases have inherited or assumed responsibility for farmland through various life circumstances. To better equip women landowners with knowledge

and skills to address risk in leasing land, a pilot workshop “Ladies on the Land” was conducted in each of three Ohio counties. Each workshop introduced topics on the legal aspects of farm leases in Ohio, communication and negotiation skills when working with tenants, factors affecting cash rental rates, and managing risk in agriculture. The primary goal of the workshop was to increase participant knowledge of leasing land in Ohio and improve participant comfort level in communicating with tenants. A secondary workshop goal was to identify additional educational needs to incorporate in future programming efforts. Thirty-two women attended the workshops and provided feedback on what additional skills and topics would benefit them in their role as a landowner. Identified needs included: components of an enforceable farm lease; factors that most affect land rental rates; how landowner and tenant expectations affect land stewardship, fertility management and water quality; lease arrangements and tax ramifications; succession planning and how to transition to a new tenant. Attendees agreed or strongly agreed that workshop content would help them make decisions in the future (93%), provided resources to improve their knowledge (97%), and increased their confidence in dealing with farm lease issues (93%). Participants also indicated a greater need for more discussion and for delving deeper into farm leasing topics.

Managing Agricultural Land in the 21st Century

Jim Jansen, Allan Vyhnaek – University of Nebraska-Lincoln

The “Managing Agricultural Land in the 21st Century” meeting series provides outreach to extension clientele involved in land management including beginning producers, small farms or ranches, women producers, and allied business stakeholders across Nebraska. Funding in 2018 by the North Central Extension Risk Management Education Center allowed this program to be delivered across 10 meeting sites in Nebraska with over 300 people in attendance representing diverse land holdings across the state.

The program curriculum focuses on addressing the risk management issues associated with agricultural land and improvements on farm and ranch operations. Specifically, learning outcomes achievable include addressing land resource management issues including: equitable rental rates and lease provisions; effective communication for landlords, tenants, and family members; strategies for successful farmland succession and transfer; and critical agronomic skills to improve the conservation and productivity of owned or leased farm and ranchland. The agronomic skills discussion focuses on conservation practices involving crops and livestock to improve the long-run viability, profitability, and solvency of the property for landlords and tenants.

To determine the effectiveness of this outreach program, an end of meeting evaluation (n = 221) was presented to those in attendance. From these evaluations: 92.7 percent of participants rated the quality of the presentation as good to very good, 86.6 percent of participants indicated a desire to better manage and analyze risk to make more sound financial decisions with their agricultural land and their operation within the next 6 months to a year.

Marketing Planning as a Risk Management Strategy for Producers in Southeastern North Carolina Underserved Communities

Nelson Brownlee, James Hartsfield – North Carolina Cooperative Extension

Livestock and Specialty Crop Producers need the ability to deal with risks that come with new attractive farming opportunities. The project was funded by a grant from National Crop Insurance Services through a cooperative agreement with USDA-RMA and was conducted during the summer of 2017. Project goal was to enable producers of underserved commodities to develop marketing plans and strategies to manage risk. Applied education consisting of three sequential workshops in Lumberton and Clinton (6 total) supplemented by personal assignments and individualized counseling was delivered via a partnership of subject matter experts and local educators. The primary outcome was for participants to understand marketing principles well enough to establish a written goal for each of the 5 P’s of marketing specific to their farm, delineate for each goal at least three specific actions to reach those goals, and commit to follow through and implement their personal marketing plan. There were 47 participants who completed their personal marketing plans. Follow-up evaluations with 31 of the participants showed that all had increased their profits ranging from \$500 to \$40,000. Some of the actions taken included: creating social media and personal web pages, developing a customer list, selling at local farmers’

markets, adding new markets, and becoming certified in good agricultural practices. Many of the participants stated that the actions they completed on their personal marketing plans have made their farms more profitable and sustainable. More follow-up interviews and evaluations to measure progress and show impacts will be conducted in early 2019.

Meeting the Continuing Education Needs of Extension Educators with Online Courses

Rodney Jones, Brent Ladd – Oklahoma State University

<http://www.agecon.okstate.edu/extension/farm.asp>

We are developing an online continuing education course titled “Ag Economics Essentials.” This course is designed specifically to meet the needs of Extension Educators who need more proficiency regarding common Ag Econ topics. As is the case in many areas, in Oklahoma it is very uncommon for locally based Extension Educators to have Ag Econ or Ag Bus degrees, or to even have much background or knowledge in this area. This new online course is an effort to help increase Educators knowledge about Ag Economics, and to prepare them to be better able to answer questions they get.

The motivation for this course arose from the recognition among Extension leadership at the division administration-level that there was a need for more continuing education for Extension Educators along a number of subject matter lines, and the fact that the Agricultural Economics department in particular had already launched a number of successful online educational efforts.

What makes the organization of this course unique, is that each course component (video) answers a question that educators commonly receive about different Ag Econ topics. Our initial course will have videos answering 15 common questions organized along 10 different topics.

On-Farm Readiness Reviews, Education Before Regulation

Meredith Melendez – Rutgers Cooperative Extension

The FDA Food Safety Modernization Act Produce Rule (PSR) went into effect on January 26, 2018 for the largest fresh produce growing operations. The regulation will impact most fresh produce growers in the United States by 2020. The FDA has agreed to “Educate Before You Regulate” implementing the On-Farm Readiness Review program, developed by the National Association of State Departments of Agriculture and an Extension development team. The 2018 growing season focused on voluntary educational visits to farms by trained State Partners, FDA officials and Extension personnel. Regulatory inspections will begin in 2019.

To prepare for the On-Farm Readiness Reviews 14 training workshops have been conducted nationwide, with 10 more scheduled by the end of the 2019 growing season. These On-Farm Readiness Review trainings began in January of 2018 to train the FDA, the State regulators, and Extension personnel on how to conduct an On-Farm Readiness Review. The trainings are led by the On-Farm Readiness Review Extension Development team consisting of seven Extension educators representing five Land Grant Universities.

Once trained FDA inspectors, State regulators and Extension personnel utilize the On-Farm Readiness Review resources at farms who voluntarily sign-up for the On-Farm Readiness Review. Resources used include an exemption questionnaire to determine if any or all parts of the operation could be excluded from the Produce Safety Rule, a Produce Safety Rule decision tree to determine the sections of the tool that pertain to the operation, FSMA factsheets, and the On-Farm Readiness Review resource manual.

Data is being collected to evaluate the On-Farm Readiness Review training workshops and actual On-Farm Readiness Reviews conducted by trainees in their home states. As of December 1, 2018, On-Farm Readiness Reviews have taken place on 361 farms in 30 states. Over 300 trainees have completed the On-Farm Readiness Review training and are qualified to conduct OFRRs in their home state. National survey results have allowed the development team to better understand the needs of farmers to come into compliance with the FSMA produce safety rule and will help guide produce safety educators on priorities for educating growers during the off season.

Participatory Research and Education Increases Impact and Adoption Rate for New Practices

Cindy Fake – University of California Cooperative Extension

<https://ucanr.edu/sites/placernevadasmallfarms/>

In the foothills of northern California, small-scale farmers and ranchers are confronted by high input and land costs, a declining and increasingly expensive labor force, and ever more unpredictable weather. In response to these challenges, University of California Cooperative Extension has collaborated with producers to develop and deliver training and conduct applied field research to solve local agricultural problems and improve farm viability.

Farmers and ranchers are integral to the development and delivery of our research and extension efforts. Research has shown that if producers know and trust each other, they are more likely to adopt a practice used by another producer. Our experience shows that involving producers in the design and conduct of research and as trainers and experts in extension and training leads to more rapid information dissemination and adoption of new practices. Producer involvement and peer-to-peer sharing also improves implementation of new practices by fine-tuning the method or technology with producer expertise. We have used participatory methods across a range of issues, including business management, production practices, and risk management planning.

This presentation will discuss several examples of participatory training and research related to reducing production and human risks. These include small-group peer-to-peer education for livestock producers (Grazing Geeks) and citrus growers (Mandarin Field Meetings) as well as participatory research on citrus production practices and drought adaptation strategies. The shared knowledge and implementation of best practices within a producer community helps reduce risk across the community, strengthening the community and increasing economic viability.

Price of Convenience: How Has the Change in Home Food Purchases Effected the Growers Price Received at the Farm?

John McMinn – University of Arkansas Research & Extension

<https://uaex.edu/>

In today's society we never seem to have enough time. People are busier than ever before due to work, family, or a combination of both. As this trend grows, there is a change in household food purchases. People are spending more on convenience than they did in the past. More of our food dollar is shifting to purchases away from home than at home. Families are spending less at the groceries stores to prepare food at home and spending more money on meals away from the home. This poster will illustrate how this trend has effected the growers price received at the farm. Through historical data, we will also see how much of that dollar is going back to the farmer today compared to past years.

Protecting the Farm Through Individualized Farm Coaching

Leslie Forstadt – University of Maine; Karen Groat – Family and Community Mediation; Abby Sadauckas – Land for Good, Apple Creek Farm; Polly Shyka – Villageside Farm

<http://extension.umaine.edu>

Supporting farmers through individualized Farm Coaching is a time-intensive and worthwhile process. Protecting the farm through programming in the area of Human Risk has broad implications for the health and well-being of the farm as a whole.

Risk Reduction Through Healthy Soils in the Corn Belt

Collin Weigel – Johns Hopkins University

Governments and non-profit organizations spend billions of dollars annually on sustainable agricultural programs, but these programs are rarely designed based on trials of what works. Programs instead default to information campaigns or financial incentives with unknown efficacy. Moreover, programs have largely ignored new behavioral

interventions (e.g., nudges). To fill this gap, we are conducting a large field experiment to evaluate how information, a nudge, and a financial incentive can promote adoption of cover crops on rented cropland in the US Corn Belt. The experiment targets owners of rented cropland--non-operator landowners (NOLS)--because the majority of land in priority areas for conservation and agriculture is rented. Yet, most programs target the operator (i.e., farmer). To enroll NOLS in the trial, we sent mailers to 30,000+ NOLS in Indiana, Illinois, and Iowa. The result was 2,223 eligible NOLS controlling 750,000 acres enrolled. NOLS received one of three treatments: a folder with information only, information plus example lease language (nudge), or information plus the example lease addendum language and a \$1,500 financial incentive. We will evaluate the experiment using remote sensing of cover crops planted in late summer or fall of 2018. We use a survey to collect descriptive data on the behavioral pathway and barriers toward planting cover crops. Recruitment results also allow us to evaluate an embedded messaging experiment. The collaborative trial program will deliver research results (what interventions work) and conservation results (cover crops planted) simultaneously, providing a model for integrating science and practice.

ROI of Risk Management Education through Farm Business Management Programing in Central Utah

Kendra Bagley – Snow College

Snow College has successfully received eight years of ERME grants, with each grant building on the previous year's grant objectives. Successive Risk Management grants have increased participating farmer's and rancher's ability to implement Risk Management strategies in the areas of Production, Market and Financial risk which resulting increased Net Farm Income. Grant participants were asked to complete a survey of their experience in Farm Business Management and their increased management abilities. Participants response indicated that their net farm income has benefited \$10,000 -\$50,000 every year they've participated in the Farm Business Management program.

The presentation will have a three pronged focus. The first focus will be on building successive and successful grant proposals that add continuous improvement for agriculture producers in their implementation of risk management strategies. The second focus will be on dollars spent by the average Utah farm/ranch participating in Snow College's Farm Business Management program and ERME grants projects within the local community. The third focus will be on the estimated economic return on ERME funds as participant's evaluation responses indicate the economic benefit of Farm Business Education in their implementation of risk management strategies.

SD Farm Stress Survey

Heather Gessner – South Dakota State University

Commodity price concerns, combined with reports of increased farmer suicides across the nation motivated SDSU Extension to take a proactive look at the stress of SD landowners. The multi-discipline team included farm and ranch management, dairy production, beef production, and family resource management field specialists, as well as our counseling and human development specialist.

Three thousand SD landowners were randomly selected to receive the survey instrument. Additionally, the survey was made available online via QuestionPro®. The survey utilized industry accepted tests for depression and anxiety (PHQ-9 and GAD-7) as well as standard 'stressors' to aid in comparison with regional and national studies. Statistical analysis was done to compare the levels of depression and anxiety with the stress-causers. This presentation will share those results, share which stress-causers ranked highest among the survey responders and provide some insight on how SDSU Extension will use the data in future programming efforts.

Urban Agriculture in Maryland: Results of an Extension Needs Assessment

Neith Little, Shannon Dill – University of Maryland Extension

<https://extension.umd.edu/urbanag>

This poster will present key results of an Extension needs assessment of urban farmers and entrepreneurs in Maryland.

Interest is high in urban agriculture, with many non-profits, businesses, municipalities, and individuals launching urban agriculture ventures. To enable extension educators and applied researchers to better serve urban agricultural audiences, we conducted a needs assessment of urban farmers and urban agriculture entrepreneurs in Maryland.

Methods were an online survey and guided interviews. Because no complete list of urban farmers exists, survey and interview participation was solicited from two sample populations: (1) a list of 47 urban farmers identified during the informal needs assessment and (2) the mailing list of 473 subscribers to Urban Ag E-News, published by UMD Extension. Of the survey respondents, 29 were identified as urban farmers or urban agriculture entrepreneurs.

Key results include that in Maryland, the majority of urban farmers grow outdoors in-ground, in raised beds, or in high tunnels. A minority of urban farmers in Maryland grow indoors using high-tech methods such as aquaponics, hydroponics, artificial lights. Urban farmers have multiple goals for their enterprises and are very strongly committed to the triple bottom line of producing income, improving their communities, and benefiting the environment. Urban farmers are more diverse than the general farming population.

Based on the barriers to success and educational needs identified in this needs assessment, extension has a lot to offer urban farmers. In particular, educational materials and applied research on small-scale, diversified vegetable production for local market is relevant to urban farmers in Maryland. However, to serve this audience well, it will be important to invest in local Extension educators to build trust and relationships, to listen to urban farmers' specific goals and practices, and to adapt existing resources to the scale and priorities of urban farmers while conducting new applied research to expand the science-based knowledge in this field.

Using a Team Approach to Expand the Impact of Agronomic Crop Research

Christopher Zoller, Elizabeth Hawkins – Ohio State University Extension

The needs of agronomic crop producers continue to evolve and they look to Extension to provide answers. Tight margins increase the need for researching farmer questions as they work to be profitable.

Ohio State University Extension has increased its crop research program with the expansion of on-farm research trials. The eFields: Connecting Science to Fields program was created to evaluate and demonstrate on-farm production practices. These efforts have increased the quantity and quality of on-farm research in Ohio. Farmers have changed practices to reduce production and financial risk as a result of this research. Research trials have focused on fertilizer placement, manure side-dress, remote sensing, planter downforce, and seeding rates. Our efforts are making an impact. In its second year, involvement has increased from 14 to 25 counties, acres enrolled increased from 3,121 to 5,624, and the number of individual studies increased from 39 to 95. Final results of the trials are published in a bound book. Requests for printed copies of the book have increased from 2,000 in 2017 to 7,500 in 2018. In 2018, economic analysis was added to select reports to help producers evaluate the potential impact of incorporating new practices into their operations.

Much of the success of this program is attributed to bringing together multi-disciplinary team members, identifying cooperating farmers, conducting useful research, and publishing results in a timely manner for farmers to view.

This poster will describe our accomplishments and how other Extension professionals can develop a similar program to address relevant issues.

Who Gets the Farm When Grandpa Dies Without a Will? Heir's Property and Estate Planning

Duncan M. Chembezi, E'licia Chaverest – Small Farms Research Center, Alabama A&M University

<http://www.aamu.edu/smallfarmscenter>

Heir property is an impediment to individual enterprise and a source of personal vulnerability. Without a properly recorded will, the land is distributed to the children of the deceased as “tenants in common.” The process leaves the family without a clear and marketable title to family property and may require total agreement on any decision affecting the land and entire property. Conflicts that arise from the process can result in physical division of the land or a court-ordered sale and loss of the family property. Overall, heirs' property is owned in common and does not provide stable ownership or facilitate the transfer of wealth across generations. Heirs that are absentee owners or uninterested in property maintenance usually abandon the property. The complications associated with property inherited without a will are well-documented and have persisted for decades. It is hard to get loans, grants, and government assistance based on property ownership because there is no clear title. The lack of clear title also means that the property is less marketable for sale or lease. Estate and transition planning is an important part of maintaining land ownership; and drafting a will provides direction to heirs about what to do with the property after Grandpa dies. Unfortunately, and historically, many farms and families in Alabama and in much of the South do not have written wills, and their land is now owned as “heir property”. This form of fractionated land ownership is usually unstable, and owners must be willing to work together to maintain the land, pay taxes, and make joint decisions about conveyances of the property.

Although organizations like the Federation of Southern Cooperatives and others have been assisting minority landowners in the South for years, heirs' property still remains a major barrier to asset building and wealth accumulation among minority audiences. This poster is based on lessons from our current farmland succession planning project funded by a 2018 USDA-NIFA-ERME grant administered by the Southern Risk Management Education Center. We believe that the many lessons from this project have educational value, and the expected results are significant. One of the major lessons from this project is a lack of estate planning among minority landowners and the urgent need for more education and training. The proportion of land owned by heirs is disproportionately high among racial and ethnic minority groups, low-wealth and low-income households, and other vulnerable populations who are less likely to conduct sophisticated estate planning. Relatively high rates of African American land loss likely contribute to the widening racial wealth gap by depleting existing assets and undermining the transfer of these assets across generations.

Women in Agriculture Learning Circles

Jessica Groskopf – University of Nebraska Extension; Karisha Devlin – University of Missouri Extension

Everyone faces the stress of adversity and change. For people working in agriculture, that adversity and change can be even more challenging. Research has shown that women farmers in particular need peers and a place to share difficulties and mitigate isolation. With this in mind, Nebraska and Missouri have introduced more intentional networking opportunities to their Women in Agriculture Programs called Women in Agriculture Learning Circles (WIALCs). The goal of WIALCs is to provide participants with more meaningful networking opportunities that assist women farmers in building resiliency. This presentation will discuss the resources developed to assist other Women in Agriculture Programs launch WIALCs and preliminary results of the project

NOTES

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