

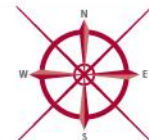
Extension Risk Management Education

Southern Risk Management Education Center
University of Arkansas

Website: <http://srmec.uark.edu/>

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Ron Rainey
Professor & SRMEC Co-Director



**Southern Risk Management
Education Center
2015 Grants Program Update**



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Southern Outlook Conference

September 22 , 2015

Atlanta, GA

**Ron Rainey, Co-Director
H.L. Goodwin Jr., Co-Director
Sandy Martini, Grants Coordinator**

Risk Coordinators



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- SRMEC utilizes subject matter experts across the region to frame primary areas of concern for Southern producers related to the five key areas of risk management as identified by ERME: 1) Production; 2) Marketing & Price; 3) Financial; 4) Legal; 5) Human.

- SRMEC risk coordinators for the FY-2013 through 2015 are:
 - **Nathan Smith**, University of Georgia- alternative production systems
 - **Jonathan Baros**, NC State University- marketing and market systems
 - **Eric Devuyst**, Oklahoma State University- farm and agribusiness financial management
 - **Shannon Ferrell**, Oklahoma State University- farm succession and transition planning
 - **Luis Ribera**, Texas A&M University- agricultural labor

2015 Advisory Council



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Name	Institution	State
John Anderson	American Farm Bureau	Arkansas
Jodie Campiche	National Cotton Council	Tennessee
Deacue Fields	Auburn University	Alabama
Bill Herndon	Associate Vice-President, Mississippi State, DAFVM	Mississippi
Rodney Holcomb	Oklahoma State University	Oklahoma
Ryan Luter	Farm Credit	Oklahoma
Louie Rivers Jr.	Kentucky State University	Kentucky
Amanda Smith	University of Georgia Extension	Georgia
Grace Summers	North Carolina Cooperative Extension	N. Carolina
Dee Vaughan	Producer	Texas

2016 RFA



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- RFA Announcement – **September 15, 2015**
- Proposals Due – November 16, 2015
- Project Award – February 19, 2016
- Release of Funds - **April 1, 2016**

Advisory Council 2016 Priorities



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- * Create programs to aid producers in water management decisions impacted by legislation and regulatory policy, water quality and quantity and changing weather patterns
- * Develop and deliver programs to help producers evaluate the economics and legal risks of IPM strategies to address new and invasive species, pesticide resistance and herbicide drift.
- * Develop and deliver programs to improve Financial management skills including Financial Stress Testing, farm finances and Evaluating on-farm Investment decisions
- * Develop and deliver risk management education for Beginning, Veteran, and Historically Underserved producers to enhance business sustainability and foster entrepreneurship
- * Educate producers on analyzing and implementing existing and new Crop Insurance products in conjunction with farm programs

Advisory Council 2016 Priorities



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- * Educate producers to implement and improve Biosecurity and Animal Disease Prevention practices in commercial and Local Food Systems
- * Teach Producers to develop and implement Marketing Strategies and educate on the Importance of well-defined contracts
- * Teach producers to evaluate the use of BIG data and determine its value in Precision farming practices
- * Train Producers to implement GAP/GHP under Food Safety Modification Act and/or Local Food Safety Compliance

2016 RFA



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- <http://srmec.uark.edu/>
- Diverse collaborators
- Measurable outcomes
- Realistic estimate of the number of producers reached
- Timely sharing of materials developed

2016 RFA



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- Awards are for eighteen months (April 2016 – December 2017)
- Applicants are encouraged to structure their projects for a twelve-month delivery period, utilizing the additional six months for follow-up assessments and tying up loose ends of the project prior to project reporting. Therefore, projects that provide a detailed procedure and plan for longitudinal tracking of program participants and their decision to implement risk management activities as a result of the project are strongly encouraged.
- This year, SRMEC Co-Directors may select up to two projects for extended two-year funding at a total of \$10,000 per project to identify and track net economic benefits to participants that adopt risk management activities from that project.

2016 RFA



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- This year, the SRMEC Advisory Council approved an initiative aimed at reaching special emphasis audiences of producers (1890, 1994 and Hispanic-serving institutions, NGOs, etc.).
- The Council has set aside up to \$50,000 for conference sponsorships in the 2016 calendar year, not to exceed \$5,000 for each conference. Applications for conference sponsorships should not exceed two pages and must delineate the intended audience, specifically outline a session or sessions focused on risk management issues for producers, include an evaluation instrument to measure initial and on-going management changes as a result of the conference sessions and include a detailed conference budget.
- Applications for conference sponsorships are to be submitted electronically to Sandra Martini at smartini@uaex.edu not later than 5:00 p.m. November 16, 2015. Recipients will be notified not later than **December 15, 2015**.

Funding per Year



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➤ Total Amount Funded

- 2010 - \$456,598
- 2011 - \$607,211
- 2012 - \$699,245
- 2013 - \$790,945
- 2014 - \$775,576
- 2015 - \$567,488

➤ Outreach

- 2010 – two NGO, one 1890, eight 1862
- 2011 – five NGO, ten 1862
- 2012 – two NGO, one 1890, fourteen 1862
- 2013 – two NGO, one 1890, sixteen 1862
- 2014 - five NGO, one 1890, thirteen 1862
- 2015 – two NGO, eleven 1862

2015 Funded Projects	Organization	Amount
Developing Marketing Plans and Strategies for Historically Underserved Producers in Mississippi Strikeforce Counties	National Crop Insurance Services	\$44,466.00
Educating Oklahoma Ag Lenders on Beef Cattle Risk Management	Oklahoma State University - OCES	\$10,932.00
Facilitating on-Farm Food Safety Risk Management Practices to Implement FSMA and GFSI Requirements	LSU AgCenter	\$49,777.00
Farm Labor Management: Helping Producers Cultivate Human Resources	Oklahoma State University	\$40,934.00
Holistic Management and Risk Assessment Workshops for Dairy Farmers in the Southern Region	Virginia Polytechnic Institute and State University	\$49,586.00
Improving Agritourism marketing and Branding in Mississippi	Mississippi State University	\$49,144.00
Managing for Today and Tomorrow: Risk Management Edeucation for Kentucky Farm Families	University of Kentucky Research Foundation	\$49,136.00

2015 Funded Projects	Organization	Amount
Risk Management and Economic Thresholds for Treating the Sugarcane Aphid on Sorghum- an Excel Tool	Texas A&M AgriLife Research and Extension Center	\$49,439.00
Southern Agricultural Lease Education Program	Texas A&M AgriLife Extension	\$45,085.00
Specialty Crop and Organic Producer Analysis of Whole-Farm and Organic Crop Insurance Options	Rural Advancement Foundation International - USA	\$41,920.00
Teaching New Tools for Risk Management to Livestock Producers in Oklahoma	Oklahoma State University	\$37,373.00
Think Fast: Assessing Agricultural Risks Using Applied Techniques	Mississippi State University	\$41,669.00
Training Kentucky Crop Farmers to Develop and Integrated Farm Program, Insurance, and Price Risk Management Safety-Net	University of Kentucky	\$49,998.00
Utilizing Social Media and Digital Technologies as a Marketing Strategy for Virgin Islands Farmers	University of the Virgin Islands	\$49,949.00

SRMEC Impact



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- Producers have reported impacts of the outreach programs on their operations through evaluations that reflect **76,167 separate producer action decisions**.
- Action decisions are considered to be: understanding, deciding, developing, implementing and evaluating, with the level of producer engagement increasing from understanding to evaluating.
- Of the 76,167 producer actions, 8,332 were either **developing** or **implementing** strategic plans for producers' farming operations.

SRMEC Impact



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Producers Impacts as a Result of SRMEC Risk Management Training

Risk Management Training	Number of Producers Impacted
Marketing, Business and Estate plans, Farm transition	41055
Insurance, Business/personal liability, well being	2303
Price forecast, Market Analysis, Cost of Production, Input decisions	4680
Direct Marketing, Bench marking	4602
Financial Records, Record Keeping, Risk tools	3808
Best Management Practices, Composting/rain water harvesting, Alternative energy, Water Allocation, Wind Leasing	10838
Livestock/Forage Production, Organic production,	5447
Contracts and Leases, Agritourism, Legal Risk	3434
Total Producer Actions Taken	76,167



Extension Risk Management Education

"Managing risk drives success!"

Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table.



Funding Results

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

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

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NATIONAL CONFERENCE
Presentations now online!



EXTENSION RME REGIONAL CENTERS



INTRODUCTION TO RISK MANAGEMENT

Managing Risk in Farming

RMA defines risk across five categories:

- Production
- Market & Price
- Financial
- Legal
- Human Resources





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Welcome to the Southern Region Center!

Established in 2009, the Southern Risk Management Education Center (SRMEC) is operated by the University of Arkansas Division of Agriculture. SRMEC is funded by USDA's **National Institute of Food and Agriculture (NIFA)** which was formerly CSREES. SRMEC utilizes the synergies of the University of Arkansas system with personnel collaborating at two locations within the University of Arkansas system—Cooperative Extension Service offices in Little Rock and the main campus in Fayetteville. The Center's mission is *to empower the strengths and skills of individuals in the Southern region who are involved in the management of agricultural production, marketing, financial, legal, and human resource risks.*

The Center coordinates risk management education programs throughout the southern region primarily through a regional competitive grants program serving the states/territories of **Alabama, Arkansas, Georgia, Florida, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico and the Virgin Islands.** The Center strives to build networks and relationship throughout the region with growers and industry stakeholders that are diverse and grassroots based. Our ultimate goal is to deliver results by educating producers.

What's New...

TAA Program News - commodity petitions are now being accepted through April 14, 2010 by the Foreign Agricultural Service.

2010 Requests for Applications (RFA)

The Southern Center is part of a network of institutions working to enhance farmers' management of risks. **View the 2009 Risk Management Education Progress Report.**

U of A Host Southern Risk Management Education Center

Follow the Southern Center





- Apply for funding - <http://srmec.uark.edu/apply.html>
- Access and download all completed SRMEC projects - <http://srmec.uark.edu/grants.html>
- Access SRMEC Grant Impact Series Fact Sheets - http://srmec.uark.edu/grant_impact.html



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➔ QUESTIONS