

2005 National Extension Risk Management Education Conference

Thursday, April 7, 2005

7:00 – 8:00	Continental Breakfast	Imperial Ballroom
8:00 – 9:30	General Session	Imperial Ballroom
	<p>Mark Bailey, CSREES/USDA, National Program Leader</p> <p>Professor Lowell B. Catlett, Professor, Agriculture Economics and Agricultural Business New Mexico State University</p>	<p style="text-align: center;"><i>Welcome</i></p> <p style="text-align: center;"><i>Keynote Address</i></p>
9:30 – 10:00	Break	Imperial Ballroom
10:00 – 10:30	Concurrent Sessions	Half-hour sessions
10:45 – 11:15	Concurrent Sessions	Half-hour sessions
11:30 – 12:00	Concurrent Sessions	Half-hour sessions
12:00 – 1:30	Lunch	Imperial Ballroom
	<p>Professor Daniel Bernardo, Department Head, Agricultural Economics Kansas State University</p>	<p style="text-align: center;"><i>Luncheon Address</i></p>
1:30 – 2:30	Concurrent Sessions	One hour sessions
2:30 – 3:00	Break	Pre-function Area
3:00 – 5:15	Concurrent Sessions	Half-hour, One hour, Two hour and Panels
6:00 – 8:00	Poster Session	<p>Imperial Ballroom</p> <p style="text-align: center;">Light meal provided</p>

Concurrent Session summaries, schedules & locations are listed on pages 7 – 11.

Friday, April 8, 2005

7:00 – 8:00	Continental Breakfast	Imperial Ballroom
8:00 – 10:15	Concurrent Sessions	One hour and Two hour
10:15 – 10:45	Break	Pre-function Area
10:45 – 11:30	General Session - Closing	Imperial Ballroom

Kevin Klair
Director, Digital Center for Risk
Management Education
University of Minnesota

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Concurrent Session summaries, schedules & locations are listed on pages 12 - 13.

Thursday, April 7, 2005

10:00 – 10:30	Half-hour Sessions
Trianon A/B	<p><u>“Got Risk?” Beef Cattle Risk Management</u> <i>Steve Amosson, Texas Cooperative Extension; Ted McCollum, Texas Cooperative Extension; Bridget Guerrero, Texas Cooperative Extension</i></p> <p>Texas ranks number one in fed beef production among all states. Recent droughts left this industry in a precarious financial position and brought about the need for improved risk management skills to ensure the future success of this industry. The primary objective of informing producers of tools and strategies led to eight one-day risk management conferences held across the state, at which 425 people participated.</p>
Trianon C/D	<p><u>Commodity Challenge – A “Real-Time” Online Marketing Simulation Game</u> <i>Chris Labbe, Montana Grain Growers Association</i></p> <p>Commodity Challenge is an online marketing simulation game developed by Montana MarketManager, an educational program of the Montana Grain Growers Association (MGGA).</p>
Colonial Ballroom	<p><u>Dairy Risk Management Educational Efforts in Michigan</u> <i>Craig Thomas, Michigan State University Extension; Fred Hinkley, Michigan State University Extension</i></p> <p>Concentrated and continual efforts in dairy risk management education have led to a regular monthly “Ag Market Update” being held in the Thumb region of the state. As a result of these efforts a second group began meeting on a monthly basis in a major dairy area in the central part of the state. In 2004 attendance at the monthly meetings averaged 17.8 (Thumb) and 16.5 (Central).</p>
Truman A	<p><u>Farm Transfer / Estate Planning for Northeast Farmers</u> <i>Robert Parsons, University of Vermont; Debra Heleba, University of Vermont Extension, Land Link Vermont</i></p> <p>Extension educators from 5 New England states have joined together to provide educational programs on farm transfer issues.</p>
Truman B	<p><u>IFMAPS (Intensive Financial Management and Planning Support) : Individual Business Planning Assistance</u> <i>Randy True, Oklahoma State University; Damona Doye, Oklahoma State University</i></p> <p>Intensive Financial Management and Planning Support (IFMAPS), a special program of the Oklahoma Cooperative Extension Service, provides free and confidential financial business planning assistance to Oklahoma agricultural producers.</p>
Lido	<p><u>Practical Procedures for Evaluating Crop Insurance Policies That Trigger on County Yield</u> <i>Ben Chaffin, Michigan State University</i></p> <p>Insurance policies that trigger on county yield are fairly priced, effective risk transfer instruments that work for farmers meeting certain conditions. This presentation provides criteria for evaluating when GRP and GRIP should be considered by farmers.</p>

10:45 – 11:15	Half-hour Sessions
Trianon A/B	<p><u>The 1890 Small Farm Risk Management Education Manual</u> <i>Marion Simon, Kentucky State University; Stan Bevers, Texas A&M University; Nelson Daniels, Prairie View A&M University; Daniel Lyons, North Carolina A&T State University</i></p> <p>The 1890 Small Farm Task Force developed this comprehensive manual which combines many aspects of risk management education in a readily understood form.</p>
Trianon C/D	<p><u>Crop Marketing in West Tennessee: How to Teach Producers to Make the Call</u> <i>Delton Gerloff, University of Tennessee; Jimmy C. Castellaw, University of Tennessee; Samuel C. Danehower, University of Tennessee</i></p> <p>Crop marketing workshops were taught to West Tennessee farm families via case study farms. Post workshop evaluations were also conducted with farm families which indicated these workshops helped change pricing decisions for the 2004/05 marketing year.</p>

Thursday, April 7 (10:45 – 11:15 cont.)	
Colonial Ballroom	<p><u>Regional Farm Management In-service Programs in the Northeast</u> Wesley Musser, University of Maryland; H. Don Tilmon, University of Delaware</p> <p>The number of farm management extension specialists has been declining rapidly in the Northeast. The Northeast Farm Management Committee has given two regional farm management in-service programs in the past five years because of this problem.</p>
Truman A	<p><u>Growing Wisconsin Farmers</u> Joy Kirkpatrick, University of Wisconsin Center for Dairy Profitability; Gwen Garvey, Farm Link Coordinator, Farm Center, Wisconsin Department of Agriculture, Trade & Consumer Protection</p> <p>Since 2000, a state-wide Beginning Farmer Working Group has focused on the imbalance between entering and exiting farmers. During the first two years, the group organized state-wide meetings to learn exactly what issues and barriers beginning farmers face.</p>
Truman B	<p><u>Risk Management For Ag Families: An Integrated Curriculum With Impact Across Four States</u> Christopher Bastian, Univ. of Wyoming Ag. & Applied Economics; Leif Anderson (No. Dak. St. U.), Tanya Daniels (U. of WY), Gail Gordon (U. of WY), Duane Griffith (Mt. St. U.), Stacy Hadrick (So. Dak. St. U.), Vicki Hayman (U. of WY), John Hewlett (U. of WY), Bill Taylor (U. of WY), Randolph R. Weigel (U. of WY).</p> <p>Given the importance of risk management skills in improving agricultural firm viability one objective of this project was to develop, present and evaluate a series of educational programs to producers in northeastern Wyoming, northwestern South Dakota, southwestern North Dakota and southeastern Montana focusing on an integrated approach to risk management, business finance, personal finance and human relations in family run businesses.</p>
Lido	<p><u>The Marketing and Crop Insurance Risk Model: Show Them the Data</u> Gary Schnitkey, University of Illinois; Bruce Sherrick, University of Illinois; Scott Irwin, University of Illinois</p> <p>A methodology developed for teaching crop insurance to farmers based on a series of crop insurance payments for alternative crop insurance products.</p>

11:30 – 12:00	Half-hour Sessions
Trianon A/B	<p><u>Traveling Tobacco Road: Diversifying Risk in a Post –Tobacco Era</u> Ben Beale, Maryland Cooperative Extension</p> <p>As a result of the Maryland tobacco buyout program and the changing land use in Southern Maryland, there is a critical need for the development of alternative agricultural enterprises.</p>
Trianon C/D	<p><u>Incorporating Spatial Grain Price Information in Marketing Plan Development By Website Delivery</u> Ward Nefstead, University of Minnesota</p> <p>The availability of spatial price information and display of maps through use of spatial mapping programs now allows new perspectives on marketing decisions.</p>
Colonial Ballroom	<p><u>Winning the Game: The Dairy Edition</u> Paul Mahoney, University of Minnesota Extension Service; Dr. Margot Rudstrom, University of Minnesota; Wynn Richardson, Center for Farm Financial Management, University of Minnesota</p> <p>“Winning the Game: The Dairy Edition” is a milk price risk management education program.</p>
Truman A	<p><u>Helping to Negate Risk in Farm Management</u> Crystal Smithmyer, AgrAbility for Pennsylvanians</p> <p>AgrAbility for Pennsylvanians provides direct services for farmers with a disability or long-term health condition that is impacting their ability to continue in production agriculture.</p>
Truman B	<p><u>Sustainable Business Planning</u> Kevin Klair, Center for Farm Financial Mgmt, University of Minnesota; Dale Nordquist, Center for Farm Financial Mgmt, University of Minnesota</p> <p>This session will describe a six hour train-the-trainer workshop for agricultural business planning.</p>
Lido	<p><u>Southwestern Computer Risk Management Training for RMA Priority Commodities</u> Trent Teegerstrom, The University of Arizona; Dr. Russell Tronstad and Dr. Ursual Schuch</p> <p>The objective of this project is to augment and continue computer risk management education (RME) for Risk Management Agency (RMA) “priority commodities” that were conducted last year in Arizona.</p>

Thursday, April 7 continued	
1:30 – 2:30	One Hour Sessions
Trianon A/B	<p><u>Adapting to a New Peanut Program and a New Risk Environment</u> <i>Nathan Smith, University of Georgia; Jim Pease, Virginia Polytechnic Institute and State University; Mike Roberts, Virginia Polytechnic Institute and State University; Stanley M. Fletcher, University of Georgia; Gary Bullen, North Carolina State University; Kim Anderson, Oklahoma State University</i></p> <p>The 2002 Farm Bill replaced the peanut quota system with a marketing loan program similar to other major program crops. Two regional train-the-trainer meetings were organized to address the peanut program changes for industry leaders.</p>
Trianon C/D	<p><u>Assessment Center for Dairy Farm Owners and Managers</u> <i>Carl Duley, University of Wisconsin-Cooperative Extension; Robert Cropp, UW-Cooperative Extension</i></p> <p>Assessment Center for Dairy Farm Owners/Managers. Businesses and organizations have used the Assessment Center methodology to select, evaluate and develop individuals for managerial positions since the 1940's.</p>
Colonial Ballroom	<p><u>Combining Livestock Risk Protection Insurance with Private Market Tools for Effective Cow-Calf Risk Management Plan</u> <i>James Mintert, Kansas State University; Kevin Dhuyvetter, Kansas State University; G.A. (Art) Barnaby, Kansas State University</i></p> <p>The Livestock Risk Protection (LRP) contract was re-introduced in October 2004 following a 9-month removal from the market. Participants can manage their price risk by purchasing LRP, purchasing CME put options, selling CME futures, making forward cash sales or a combination.</p>
Truman A	<p><u>Education Efforts With FAST Tools</u> <i>Paul Ellinger, University of Illinois</i></p> <p>Farm Analysis Solution Tools (FAST) are a set of 37 Excel spreadsheets that are designed to assist farmers, consultants, lenders and agribusinesses with management and financing decisions.</p>
Truman B	<p><u>Enterprising Rural Families – Risks in the Family Business</u> <i>Bill Taylor, University of Wyoming Cooperative Extension Service; John Hewlett, University of Wyoming Cooperative Extension Service</i></p> <p>Families engaged in business together face unique types of risk. The interface between individual, family, and business is significantly different from that of traditional employee and employer or individual business owner/manager.</p>
Lido	<p><u>Executive Marketing: Developing a Marketing Plan</u> <i>Scott Mickey, Clemson University,</i></p> <p>Executive Marketing: Developing a Marketing Plan. Over 140 marketing plans have been implemented by grain producers in GA, NC, SC, and TN via the Executive Marketing seminars, an annual 2.5 day marketing workshop.</p>
3:00 – 5:00	Two Hour Session
Trianon C/D	<p><u>Winning the Game: The Director's Cut</u> <i>Robert Craven, University of Minnesota; Wynn Richardson, University of Minnesota</i></p> <p>Over the past five years the "Winning the Game" idea has expanded into a series of grain marketing workshops. During this time over 10,000 producers across the Midwest will have attended one of these workshops. So, what's all the fuss about? Come and judge for yourself. We will actually play one of the grain marketing games during the session and compete for glamorous prizes!</p>

Thursday, April 7 continued	
3:00 – 4:00	One Hour Sessions
Trianon A/B	<p><u>Farmers Renewing the Countryside through Diversification</u> Jan Joannides, <i>Renewing the Countryside</i></p> <p>This session will highlight ways innovative farmers are diversifying their enterprises ranging from agritourism to value-added products to innovative marketing initiatives.</p>
4:15 – 5:15	
Trianon A/B	<p><u>MAST (Management, Analysis, & Strategic Thinking) A Distance Education Program</u> Kevin Dhuyvetter, <i>Department of Agricultural Economics, Kansas State University</i></p> <p>MAST combines face-to-face workshops with state-of-the-art distance education technology to deliver a high-quality educational experience to today's busy and geographically isolated farm managers.</p>
3:00 – 4:00	One Hour Panel Sessions
Colonial Ballroom Panel 1	<p><u>RightRisk: The Genesis</u> Jeffrey Tranel, <i>Colorado State University Cooperative Extension</i>; Rod Sharp, <i>CSU Cooperative Extension</i></p> <p>There were few educational tools available with which to teach clientele about risk management. Agricultural economists from Colorado developed a strategy for illustrating risks faced by farmers over a period of time called "Farm Survivor".</p> <p><u>RightRisk Development and Use in Risk Management Education</u> Jay Parsons, <i>Colorado State University</i></p> <p>The author will summarize the development of the various RightRisk scenarios providing an overview of what is currently available and what is under development or proposed for development in the near future.</p> <p><u>How Does RightRisk Enhance the Effectiveness of Teaching Other Farm Management Educational Programs?</u> Rod Sharp, <i>Colorado State University Cooperative Extension</i>; John Deering, <i>CSU Cooperative Extension</i></p> <p>During the presentation of this paper, the authors will demonstrate how RightRisk can be used to enhance a variety of different educational topics and workshop settings. The authors will also explain the different scenarios and educational formats that have been developed in RightRisk. These scenarios and formats make it easy to address the needs of a variety of different audiences.</p>
Truman A Panel 2	<p><u>Using Quicken to Report Farm Records to Individual Landowners in Illinois</u> Kevin Brooks, <i>University of Illinois Extension</i></p> <p>Quicken for Farm Producers was developed to provide instruction to Illinois farm producers desiring to computerize their farm records.</p> <p><u>Mid-Shore Farm Financial Management Workshop</u> Shannon Potter, <i>Maryland Cooperative Extension, Talbot County</i></p> <p>A QuickBooks course was scheduled during the winter of 2004 to teach farm businesses how to complete financial statements. This program collaborated with a local community college for the availability of a lab.</p> <p><u>Ag Biz-11 Years of Success</u> Dennis Kauppila, <i>Univ of Vermont Extension</i></p> <p>Ag Biz (Agricultural Business Management) is a 4-day workshop developed by University of Vermont Extension to address farm financial risk. Over 900 people have attended this annual workshop series that began in 1994. University of New Hampshire Cooperative Extension joined the effort in 1996. Now we have an additional focus: computerized record keeping (Quicken) due to client demand. Ag Biz uses the UVM Extension Mobile Computer Lab, also funded by the NECRME.</p>

Thursday, April 7 (3:00 – 4:00 Panels cont.)

<p>Truman B Panel 3</p>	<p><u>Keeping Your Net Wet: TAA Technical Assistance Program for Alaska Salmon Harvesters</u> <i>Torie Baker, UAF Marine Advisory Program</i> As a result of price declines due to the import of farmed salmon, Alaska salmon fishermen were eligible for USDA Trade Adjustment Assistance (TAA) benefits for the first time in 2004.</p> <p><u>Wild Blueberry Technical Assistance Curriculum</u> <i>David Yarborough, University of Maine</i> The Maine Wild Blueberry Commission applied for assistance and was one of the few commodities to be approved in 2003. The University of Maine Cooperative Extension Blueberry Specialist developed power point presentations on ‘World Trade Situation and Outlook’, ‘Enterprise Budgets’, ‘Production Efficiencies’, ‘Improving Quality’, and ‘Marketing Opportunities’. These presentations were combined with business and financial presentations developed by the University of Minnesota and presented as a web-based course and a 120 page printed ‘Wild Blueberry Technical Assistance Curriculum’.</p> <p><u>Risk Management Training Opportunities Resulting from the Trade Adjustment Assistance for Catfish Program</u> <i>John Anderson, Mississippi State University; Terry Hanson, Mississippi State University; Jimmy Avery, Mississippi State University; Gregg Ibendahl, Mississippi State University</i> This presentation will describe the experience of the Mississippi team in developing TAA Catfish training material and in delivering that material to catfish producers in Mississippi.</p>
<p>Lido Panel 4</p>	<p><u>Training in Agricultural Risk Management Tools to Provide Effective Crop Insurance and Financial Education to Underserved Producers</u> <i>Kevin Klair, Center for Farm Financial Mgmt, Univ. of Minnesota; Albert Essel, Virginia State University; Laurence Crane, National Crop Insurance Services</i> Virginia State University, the Center for Farm Financial Management at the University of Minnesota, and National Crop Insurance Services have partnered to help socially disadvantaged producers understand how to use business plans, cash flow plans, farm financial statements, and crop insurance to improve farm financial management capabilities.</p> <p><u>Direct Markets in the African American Farming Community: Case studies</u> <i>Heather Gray, Federation of Southern Cooperatives; Cornelius Blanding, Director of Marketing, Federation of Southern Cooperatives</i> Most Black farmers are relatively small vegetable produce farmers. Their marketing ranges from commercial to direct markets. We have also found that many of these farmers will join cooperatives to enhance their market potential. We will share some case studies based on our research.</p> <p><u>Human Risk Management Issues for Latino Farmers in Missouri</u> <i>Jose Garcia, University of Missouri</i> Latino producers are often isolated and unaware of state and federal services and programs. This presentation will attempt to describe the efforts of the Community Food Systems and Sustainable Agriculture Program of the University of Missouri to increase the number of Latino producers using Risk Management tools and products.</p>

4:15 – 4:45	Half-hour Sessions
<p>Truman A</p>	<p><u>The Real World: A Youth Focused, Web Based, Production Agriculture Simulation</u> <i>Jeff Howard, Texas 4-H/Texas Cooperative Extension; Dr. Steven Klose, Agricultural Economics, Texas Cooperative Extension</i> Texas Cooperative Extension’s 4-H Unit and Agriculture Economics Department have partnered to launch, “The Real World: A Youth Focused, Web Based Production Agriculture Simulation”.</p>
<p>Truman B</p>	<p><u>Risk Management Plans and Tools for Farm Businesses</u> <i>Steve Richards, NY FarmNet/NY FarmLink/Cornell University; Ed Staehr, NY FarmNet/NY FarmLink/Cornell University</i> Our risk management education strategy revolved around having NY FarmNet consultants help farms implement risk management plans.</p>

Friday, April 8, 2005

8:00 – 9:00	One Hour Sessions
Trianon C/D	<p><u>HR Distance Learning Course</u> <i>David Meisinger, National Pork Board; Sarah Fogleman, Kansas State University</i></p> <p>The distance learning course entitled “Human Resource Management for Pork Producers” was developed with an intended audience of pork producers with employees. The course provides a basic primer on the subject of HR management with more developed parts available for the experienced HR director.</p>
Colonial Ballroom	<p><u>Know Your Contracts! Helping Farmers Ask the Right Questions Before They Sign on the Dotted Line</u> <i>Jill Krueger, Farmers’ Legal Action Group (FLAG); Laura Klauke, Rural Advancement Foundation International—USA (RAFI)</i></p> <p>The “Know Your Contracts!” Project materials focus on protections provided by the federal Packers and Stockyards Act for the growers to use in order to avoid misunderstandings and build a strong ongoing relationship with buyers.</p>
Truman A	<p><u>Livestock Revenue Insurance: How Does it Work and Who Needs It?</u> <i>William Edwards, Iowa State University; Art Barnaby, Kansas State University</i></p> <p>Our presentation will cover several basic questions: How do LRP and LGM work? How do they differ? How can a livestock producer compare risk protection with livestock revenue insurance to other price risk management tools such as futures and options contracts, or packer contracts? What type of producer can benefit most from livestock revenue insurance?</p>
Truman B	<p><u>Managing Crop Risks: A Model Public and Private Educational Partnership</u> <i>Steven Johnson, Iowa State University Extension; Doug Burns, Farm Credit Services of America</i></p> <p>Improving producer’s ability to manage production, financial and market price risk is the “Managing Crop Risks” workshops goal. Since it began in 1999, it has expanded to 19 sites across Iowa and 6 locations in Nebraska and South Dakota.</p>
Lido	<p><u>Managing Property Title Risks for Montana Farm/Ranch Operators</u> <i>Marsha Goetting, Montana State University Extension Service</i></p> <p>Montana’s partnership for addressing intergenerational risks for farm/ranch families who do not have a written transfer plan will be described.</p>

8:00 – 10:00	Two Hour Session
Trianon A/B	<p><u>Using RightRisk to Improve Your Risk Management Abilities</u> <i>Jeffrey Tranel, Colorado State University Cooperative Extension; John Hewlett, University of Wyoming</i></p> <p>RightRisk is an innovative risk research and education program to help farmers and ranchers understand and explore risk management decisions and evaluate the effects of those decisions. Participants use real probabilities and see the results. Different scenarios make the game more applicable to individual situations. Participants in this session will “play” RightRisk.</p>

9:15 – 10:15	One Hour Sessions
Trianon C/D	<p><u>Price Risk Management in Extension Beef Carcass Evaluation Programs: The Georgia Beef Challenge Experience</u> <i>R. Curt Lacy, University of Georgia; John McKissick, UGA Agricultural & Applied Economics; Robert Stewart, UGA Animal & Dairy Science; Jim Collins, Georgia Cattleman’s Association; Patsie Cannon, UGA Animal & Dairy Science</i></p> <p>The Georgia Beef Challenge (GBC) is a beef carcass evaluation project. To reduce price risk, a risk management program is implemented. Consignors establish profit and loss parameters at their annual meeting and then a risk management committee, comprised of UGA and GCA representatives, execute the program.</p>

Friday, April 8 (9:15 – 10:15 cont.)

<p>Colonial Ballroom</p>	<p><u>Trade Adjustment Assistance for Farmers: Intensive Technical Assistance</u> <i>Kevin Klair, Center for Farm Financial Mgmt, Univ. of Minnesota; Robert Craven, Center for Farm Financial Mgmt, Univ. of Minnesota</i> The existing mandatory Technical Assistance which is required for an eligible producer to receive TAA payments is designed to discuss the world economic situation for a commodity and to provide an overview of potential options available to producers or harvesters of the commodity. A new Intensive Technical Assistance program is being initiated this year and will help individual farmers and fishermen 1) analyze potential changes to their individual businesses to determine if and how they can survive and thrive in an environment of increased foreign competition; and 2) implement viable alternatives to improve their competitiveness and profitability.</p>
<p>Truman A</p>	<p><u>Profit Manager - An Integrated Approach to Managing the Risks That Impact Profit Margins</u> <i>Bradley Hilty, Pennsylvania State University</i> The Profit Manager objectives are to increase producers' awareness of and develop their skills in the use of best management practices in managing price risk, production risk and labor risk.</p>
<p>Truman B</p>	<p><u>The Tomorrow's Top Agricultural Producers Program: An Illustration of a Mentor Program for Participatory Assistance</u> <i>Jason Johnson, Texas Cooperative Extension; Bill Thompson, Texas Cooperative Extension; Stan Bevers, Texas Cooperative Extension; Blake Bennett, Texas Cooperative Extension; Wade Polk, Texas Cooperative Extension</i> The Tomorrow's Top Agriculture Producer (TTAP) program is an intensive 14-month curriculum designed to provide "career oriented" producers having less than 10 years of operational experience with the skills to complete a business plan and make more informed management decisions.</p>
<p>Lido</p>	<p><u>Profit Center Analysis</u> <i>Jack Davis, SDSU Cooperative Extension Service</i> Profit Center Analysis is presented to farm clients to generate interest in a more detailed analysis of enterprises and whole farm by using Cost Volume Profit analysis and developing a whole farm cost structure.</p>