



Risk Navigator

STRATEGIC RISK MANAGEMENT

<http://RightRisk.org>

Risk Management for California Producers

Custom Ag Solutions and California Farm Bureau
invite you to learn how to manage risk strategically
and discover the right level of risk
for you and your operation.

Participate in a FREE *Risk Navigator* workshop in Fresno, California on September 17th. The presentations and activities will help you and your family or business partners gain a better understanding of risks faced by your operation, your personal risk preferences AND a 10-step process for strategically managing risk.

September 17th, 2008

10:00 a.m. - 2:00 p.m.

Fresno County Farm Bureau

1274 W. Hedges - Fresno, California

Presented by:

John Hewlett, Farm/Ranch Mgt. Specialist, University of Wyoming
Aaron Sprague, Risk Management Specialist, RightRisk



Strategic Risk Management:

Financial Health—Risk Preference—Risk goals



Tactical Risk Management:

Risk Sources—Identify Alternatives—Likelihoods—Rank Alternatives



Operational Risk Management:

Implement Plans—Monitor & Adjust—Replan

* A Light Lunch & Refreshments will be served

Register for FREE by contacting:

RightRisk

Telephone: Kole Swanser 406.671.5092

or John Hewlett 307.760.9515

*How Much Risk
Is Right For*

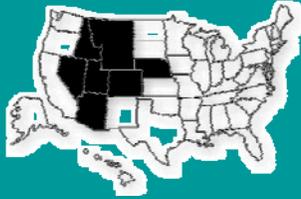




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Risk Management Education in Agriculture

- presented by the *RightRisk* Education Team

Do You Know?

- ◆ The different sources of risk and potential controls for them?
- ◆ How to measure the chances of an unfavorable outcome?
- ◆ The different attitudes people have toward risk?
- ◆ The relationships of decisions and outcomes?

*B*usiness ventures with low risk typically provide little potential for profit. Ventures with the highest potential for profits tend to be the most risky. So, agricultural producers must constantly make management decisions considering the potential for profits and the associated risks and losses that could result..

RightRisk offers innovative risk management education programs. They often involve formal presentations and opportunities to experience the Ag Survivor game or access the practical tools developed to apply the concepts presented. The game simulates real world situations and is designed to assist farm and ranch managers in recognizing and managing risks.

RightRisk allows participants to:

- (1) Develop risk management strategies,
- (2) Compare one strategy to another,
- (3) Practice making management decisions related to risk, and
- (4) Learn about their own personal risk management styles.

The *RightRisk* Education Team consists of researchers and extension specialists from several western states. The coalition was established to develop innovative and effective extension education programs for ranchers and farmers, as well as for extension personnel across the United States

During a *RightRisk* workshop, you'll examine:

- √ Sources and Controls for Risk: production, marketing, financial, legal, and human.
- √ Lessons on Probability.
- √ Risk Attitudes.
- √ Risk-Bearing Ability: financial situation, probabilities, costs of risk management strategies, break-evens, profit goals, and responsibilities.
- √ Relationship of Decision & Outcomes: good decision–good outcome, good decision–bad outcome, bad decision–good outcome, bad decision–bad outcome
- √ Safety First Criteria: insuring a minimum income level before maximizing profits.

How Much Risk Is Right For You...

