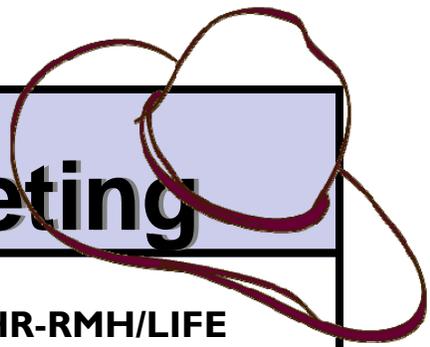




Paniolo Marketing



The USDA's Risk Management Agency and UH CTAHR-RMH/LIFE invite you to learn strategies for managing the marketing risk for your operation. Participate in **Paniolo Marketing**: estimating enterprise cost of production, breakeven prices and risk exposure using RightRisk risk management tools.



Monday, March 26th 2012

4:00 p.m. - 6:30 p.m.

**Waimea Civic Center Conference Room
67-5189 Kamamalu Rd. - Kamuela, Hawaii**

Program #1

Ag Risk-5 and the tools available for managing risk on Farms and Ranches in Hawaii

John Hewlett, Ranch/Farm Management Specialist, University of Wyoming

Enterprise Risk Analyzer - a tool for island operators to estimate: 1) enterprise costs/returns, 2) breakeven price & breakeven yield, and 3) enterprise risk exposure

John Hewlett and Jeff Tranel, Ag Business and Ext. Economist, Colorado State University

Program #2

Monday, March 26th 2012 - 7:00 to 9:00 p.m.

Practice using the Enterprise Risk Analyzer tool using actual farm records/case study information (computers provided) to see how your operation compares to others, learn to analyze your own records, evaluate risk exposure and more. . . .

Lessons Learned - where do we go from here



Register to attend by contacting:

**Mark Thorne, Kamuela Extension
808-887-6183 ~ thornem@hawaii.edu**



How Much Risk Is Right For You?