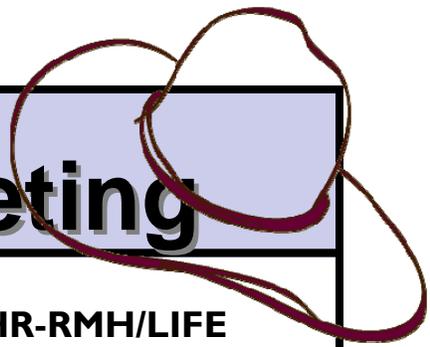




# Paniolo Marketing



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.



**Tuesday, March 27<sup>th</sup> 2012**  
**4:00 p.m. - 6:30 p.m.**  
Keaau Community Center  
16-186 Pili Mua St. - Keaau, 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**

**Tuesday, March 27<sup>th</sup> 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?*