



# Surviving in Agriculture

The USDA's Risk Management Agency and the University of California Cooperative Extension in Ventura County invite you to join us for **Surviving in Agriculture** a risk management workshop that will help your farm thrive in today's challenging environment. Workshop presentations and activities are designed to help you and your family or business partners gain a better understanding of how to manage risk in your farm operation.



**Friday, September 28<sup>th</sup> 2012**

**9:00 a.m. - 12:00 noon**

**UC Hansen Agricultural Center**

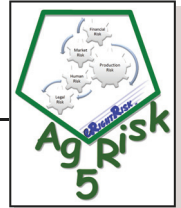
**14292 W. Telegraph Rd., Santa Paula**

**Program #1**



**W**elcome & **A**n overview of Agriculture in Ventura County

Jose F. De Soto, Director, University of California Hansen Agricultural Center



**A**g Risk-5: Learn more about tools for managing risk and thriving in today's agriculture

Dr. Jay Parsons, Agricultural Economist, Colorado State University



**O**rchard Crops: risks and challenges in orchard crop production

Dr. Ben Faber, Small Farms & Soils and Water Farm Advisor, University of California



**S**trategic Risk Management: calculate your tolerance for risk

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



**A**g Survivor - Risk Decisions on Farms (a risk simulation)

John Hewlett and Dr. Jay Parsons



**Program #2**

**Friday, September 28<sup>th</sup> 2012 - 1:00 to 3:00 p.m.**



**P**ractice using risk management tools using actual farm records/case study information (computers provided). See how your operation compares to others, learn to analyze your own records, evaluate risk exposure and more....

**Registration/Fee:** \$20 per farm/ranch couple if paid online or postmarked by **Friday - Sept. 21**; and \$25 thereafter or at the door. The registration fee covers lunch and instructional materials.

Register online at: <http://ucanr.org/riskmgt-2012> or contact Louise Rangel for registration details.

**Local Contact:** For more information or to request special accommodations you may need, please contact Jose F. De Soto or Louise Rangel by phone at 805-525-9293 or by email at [jfdesoto@ucdavis.edu](mailto:jfdesoto@ucdavis.edu) or [lfrangel@ucdavis.edu](mailto:lfrangel@ucdavis.edu)

University of California  
Agriculture and Natural Resources

How Much Risk Is Right For You?

**RIGHT RISK**

