



Surviving in Agriculture

The USDA's Risk Management Agency and the University of California Cooperative Extension in Santa Cruz, Monterey, San Benito, and Santa Clara Counties invite you to join us for **Surviving in Agriculture** a risk management workshop that will help your farm thrive in today's challenging environment. The workshop is designed to help you gain a better understanding of how to manage risk in your farm operation.



Thursday, May 2nd 2013

8:30 a.m. - 12:00 noon

**UC Cooperative Extension Santa Cruz County
1432 Freedom Blvd. - Watsonville, California**

Program #1

Welcome Laura Tourte, Farm Management Advisor

Spanish translation provided



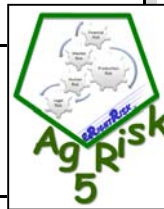
Challenges and opportunities for **Local Agriculture: An overview on water, land, labor, pests, economics, and more . . .**

Laura Tourte, Farm Management Advisor, UC Cooperative Extension



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

Dr. Jay Parsons, Agricultural Economist, Colorado State University



Row Crops: Risks and challenges in berry and vegetable crop production

Mark Bolda, Strawberry & Caneberry Farm Advisor, UC Cooperative Extension
Aziz Baameur, Small Farms Advisor, UC Cooperative Extension



Strategic Risk Management: Calculate your tolerance for risk

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



Enterprise Risk Analyzer: Evaluate the breakeven and risks of your farm enterprises

John Hewlett and Dr. Jay Parsons



Program #2

Thursday, May 2nd 2013 - 1:00 to 3:00 p.m.



Practice using tools to Evaluate **Your Risk Strategies: Partial Budgets, the Enterprise Risk Analyzer, RDFinancial, and More . . .**

Registration/Fee:

No registration fee required
- lunch provided

Local Contact: For more information or to request special accommodations you may need, please contact **Laura Tourte** (831) 763-8005; ljtourte@ucdavis.edu or **Mark Bolda** (831) 763-8025; mpbolda@ucdavis.edu or **Aziz Baameur** (408) 282-3127; azbaameur@ucdavis.edu

RIGHT RISK



University of California
Agriculture and Natural Resources

How Much Risk Is Right For You?