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RISK MANAGEMENT STRATEGIES FOR FARM ENTERPRISE DIVERSIFICATION



 TUE, MARCH 8

 10:45 AM-12:00 PM

 CALIFORNIA SALON

4

 OTHONIEL PACHECO
JOHN HEWLETT
RAMIRO LOBO

RISK MANAGEMENT STRATEGIES FOR FARM ENTERPRISE DIVERSIFICATION

Enterprise diversification is one of the most common risk management strategies used by beginning farmers. Farmers are always looking for new ways to add to their marketing mix to keep their farms economically viable. However, identifying and evaluating new or specialty crops, and assessing their true profit potential can be an intimidating task. In addition, adding new crops might involve drastic changes to the farm: including storage equipment, harvest and post-harvest operations. How can farmers evaluate how a new crop will be worth the risks? This workshop will discuss a systematic approach to evaluate new crops or enterprise alternatives and provide tools to manage risks associated with growing new or specialty crops and expanding into new markets. New niche products and markets will be discussed and evaluated for their potential risks.

Moderator: Jose Fernandez de Soto, UCCE Ventura County

ABOUT US

As the state's premier gathering for small farmers and ranchers, this three-day conference features educational workshops, speakers and a full schedule of activities. The Conference is a unique opportunity for smaller-acreage producers to gain insight from technical experts, network with other farmers and ranchers, and learn

ATTEND THE CONFERENCE

Attendees of the California Small Farm Conference have a unique opportunity to learn from industry leaders and network with other farmers all in one place. [Register Now](#)

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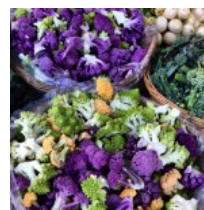
Guido Frosini, True Grass Farms by Janae Lloyd



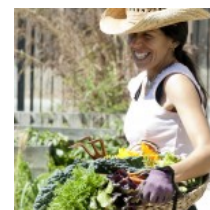
Apple Sculpture by Dale Whitney



Rainbow at the End of the Market by Keith Wall



Mixed Beauty by Nathan Bochler



Mara & Her Basket by Fernanda Vega

sustainable farming
practices, business
aspects, and more.

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