



EXTENSION
RISK MANAGEMENT
EDUCATION
PROGRAM

Progress Report

April 2004

Production



Marketing



Financial



Human



Legal



Extension Risk Management Education

- ❖ Producer Focused
- ❖ Results-Based
- ❖ Public/Private Partnership Driven

In today's high-risk environment, one can never be too prepared. In 2000 when this program was funded, its mission was clear – improve the risk management capabilities of farmers and ranchers so that they not only survive, but also thrive in today's economy.

Almost four years later, the four regional risk management education centers are continuing to do just that. They have distributed funds straight to the grassroots level . . . ensuring the implementation of targeted, results-oriented risk management education that makes a *difference* for America's farmers and ranchers.

Each center established grants programs to educate producers on an assortment of risks, focusing primarily on production, marketing, financial, human, and legal risks.

Since their initial funding, the four centers have received a combined total of 508 requests for funding, and successfully funded 225 projects. These projects have impacted all fifty states and touched over a million lives.

In this newsletter, you'll find an overview of several of these programs. By focusing on results and using existing channels of communication and education, these risk management education funds have made, and will continue to make, a tremendous positive difference in the future of American agricultural producers.

RightRisk: Learning Risk Management through Risk Simulation Gaming

States Impacted: Arizona, Colorado, Idaho, Montana, Nevada, Utah, Washington, Wyoming

Because ranching and farming is complex and dynamic, risks cannot be successfully managed as individual components but must be approached as a whole, interactive system. Producers in Western states expressed an interest in a more “hands on” approach to multiple-risk management training than traditional programs have offered in the past.

Based on a simulation game, RightRisk is an innovative risk management educational program that meets these needs, including for producers in remote locations and those whose training opportunities are restricted by off-ranch/farm employment.

Developed by a team of collaborators in eight states and now directed through the Western Livestock Research and Extension Coalition, RightRisk is supported in part by the Western Center for Risk Management Education. Presentations use mobile wireless computer labs to introduce participants to general risk management concepts. An Internet-based version available at www.rightrisk.org allows producers

to continue the educational process after attending a presentation or to begin learning on their own. Links to other resources provide additional agricultural risk management tools.



In its second year, the program focuses on training livestock producers to improve management and decision-making skills, increase confidence, and use information about the risk-bearing capacity of their operation in alternative decision-making frameworks. Serving producers from the bottom of the Grand Canyon to the Rocky Mountains, RightRisk offers producers the opportunity to practice risk management in realistic scenarios without experiencing “real world” costs.

Impact: In 2003, over 1,000 contacts were made with producers

across participating states. Based on participant comments and anecdotal evidence, most participants gained a new appreciation for risk management and its potential to impact financial well being. Following these programs, more than 2,500 user sessions logged onto the web site.

In addition to expanding regional coverage, this year’s program is developing train-the-trainer materials, fact sheets, and decision case scenarios relevant to Western producers.

▪ *“I didn’t realize just how much tolerance I have for risk. This session helped me to better understand that.”*

~Reno program

▪ *“I wish Dad could see this. He just doesn’t think about how these risks affect our ranch.”*

~Sundance program



Check out these Websites!

All four regional centers and the National Ag Risk Education Library/Digital Center have up-to-date websites filled with information such as stories about completed programs, pictures, and calendars of activities.

- Digital Center: www.agrisk.umn.edu
- North Central Center: www.farmdoc.uiuc.edu/ncrisk
- Northeast Center: www.necrme.org
- Southern Center: <http://srrme.tamu.edu>
- Western Center: <http://westrme.wsu.edu>