Risk Management Needs of Special Audiences of Producers in the South

H.L. Goodwin, Jr., Sandra Martini, Ron Rainey and Paul Goeringer


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Project Overview

- Over the last 10 years, average farm size has decreased with specialty and niche crop production increasing and more diversity in producers.
- Effort to learn the risk management education needs of producers in the south using bar camp format.
- SRMEC funds dedicated to identify risk perceptions and producer behaviors through a series of Risk Colloquia geared toward USDA special emphasis groups.

Location of Young & Beginning Farmer and Rancher Participants

- S. West: 13%
- South Central: 49%
- South East: 49%
- Atlantic Coast: 49%
- Islands: 49%

Location of Women Producer Participants

- S. West: 41%
- South Central: 16%
- South East: 26%
- Atlantic Coast: 31%
- Islands: 16%

Format and Conduct of Each Colloquium

- Background on need for colloquia
- Financial Condition of Agriculture Survey
- Knowledge of Risk Management Pre-survey
- Participant Bar Camps
- Composite of Risk Issue Identification
- Knowledge of Risk Management Post-survey

- Participants randomly placed into 3 groups and meet separately for 50 minutes.
- Each group is taken through an issue self-identification process to discuss current risk management issues in agriculture.
- At the end of the Bar Camps, the top 8 issues from each group are consolidated into the top 10 issues identified, based on point totals.
- The participants then score their top 3 issues out of the top 10 in the same manner.

Post Session Survey and Results

- Individual producers, producer organizations, websites and financial institutions are all playing an increasing role in agricultural decision making.
- Traditional Extension information delivery methods appear to be less frequently used than other sources.
- It is uncertain how much information obtained from the leading sources originates from Extension.
- Some producers have difficulty getting information.
- NRCS and websites are the top means for finding government programs information.
- Results of the post session survey highlight emerging trends which challenge the future of extension’s primary educational charge – provision of information to producers.