



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

Extension Responding to Immediate Needs and Disasters

Paul Coreil

Extension Responding to Immediate Needs and Disasters

Paul Coreil
Vice Chancellor & Director

LSU AgCenter
Louisiana Cooperative Extension Service



Federal-State-Local Partnership

- ◆ Land-grant system - partnership with USDA and over 70 universities nationwide
- ◆ Sea Grant institution partnership with NOAA
- ◆ State legislative support
- ◆ Local government support (county-based)
- ◆ Research-based and linked (Experiment Stations nationwide)

Extending the University to the People

- ◆ Extension is the vehicle that puts research-based knowledge to work / trusted / credible
- ◆ Extension is a network of 3000 county-based storefronts with professional educators
- ◆ Immediately responsive – no lag time
- ◆ Extension connects communities to university-based lifelong learning and transformational change

Responsive Outreach Addressing Critical issues

- ◆ May not have adequate research
- ◆ Requires increased flexibility
- ◆ May require adaptive management
- ◆ May require multi-disciplinary/team approach
- ◆ Can't wait to build relationships at local level
- ◆ May require new agency/NGO partners
- ◆ Can't wait for traditionally slow government

Responsive Education & Outreach

- ◆ Late blight outbreak – Vermont
- ◆ Soybean rust - nationwide
- ◆ Tornado livestock rescue – Tennessee
- ◆ Exxon Valdez/BP oil spill response – Alaska/Gulf
- ◆ Weather monitoring – Oklahoma
- ◆ Floods – nationwide
- ◆ Great coastal gale – Oregon
- ◆ Hurricane response/recovery – Gulf/Atlantic

How can Extension help?

- ◆ Prior planning assistance at county OEP level
- ◆ Research-based/trusted technical assistance
- ◆ Immediate disaster response
- ◆ Short-, mid-, longer term recovery assistance
- ◆ Community adjustments / lessons learned
- ◆ Share resources and tools with other states

Disaster Community Education

- ◆ Place-based information is vital
 - Arguably our greatest role
- ◆ Normal transfer techniques may not work
- ◆ Getting the word out requires pre-planning, coordination and networking

Marketing & Communications

- ◆ Must provide support, build awareness and create consistent messaging related to Extension's response in times of disaster or in addressing immediate needs

1-866-573-0178

Announcing the new, toll-free LSU AgCenter Disaster Recovery Hotline

The hotline provides hurricane victims much-needed information for cleanup and recovery. Callers can receive recorded "how to" information on avoiding mold hazards, what to do about home and garden damage and more. Callers can also choose to speak to an LSU AgCenter representative for more detailed information on these topics and others important to recovery efforts.

The hotline is staffed by LSU AgCenter personnel and is available to all areas of the state. **We encourage you to distribute the number in those areas affected by the recent hurricanes.**



New 1-800 Hotline

- ◆ Topics include:
 - Home and Garden Damage
 - Food and Water Safety
 - Fisheries, Crops and Livestock
 - Personal Finances
- ◆ Particularly valuable where people do not have Internet service
- ◆ Staffed by Extension professionals



Available Recovery Assistance to Farmers and Ranchers

Louisiana's agriculture, fisheries and forestry industries have been severely affected by both Hurricane Katrina and Hurricane Rita. Flooding, rain and high winds, along with the resulting infrastructure damage and power outages, have caused considerable impacts to many industries. These impacts have been in lost revenue caused by loss of production, higher operating costs, storage and price impacts caused by disruptions in distribution channels, and additional costs associated with infrastructure damage.

Several USDA programs currently are in place that can help agricultural farmers and ranchers begin their recovery. These programs are administered through the Farm Service Agency (FSA) and the Natural Resources Conservation Service (NRCS). Additional assistance may be available through disaster packages approved in Congress. Brief descriptions of current programs and the types of assistance follow.

Emergency Conservation Funding

The USDA has made more than \$170 million available for assistance under the Emergency Conservation Program (ECP) and the Emergency Loan Program. Both programs are administered through the Farm Service Agency.

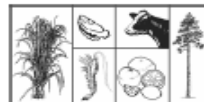
After Hurricane Katrina, the USDA made more than \$20 million in Emergency Conservation Program (ECP) funds available to help producers repair damage to their lands. It has since added another \$9 million in ECP funds to address the damage resulting from Hurricane Rita. ECP participants will receive cost-share assistance of up to 75 percent of the cost to implement approved emergency conservation practices such as debris removal and restoration of fences and conservation structures.

Approximately \$16.5 million is available to Louisianians in 13 parishes: Acadia, Ascension, Cameron, East Baton Rouge, Iberville, Jefferson, Leflore, Livingston, Or, Ouachita, St. Bernard, St. Charles, St. John, St. Martin, Tangipahoa, Terrebonne, West Baton Rouge and West Feliciana, Beauregard, Calcasieu, and Lake Charles.

A total of \$152 million for the Emergency Loan Program (ELP) interest (current annual interest) to producers who have a percent reduction in crop or physical losses to building ranchers have eight month presidential or secretarial for these loans.

Marketing Assistance Loan Program

One of the impacts of Hurricane Rita was the disruption of many of our agricultural products. This disruption has led to decreased availability and its impact result, the USDA's Commodity Credit Corporation (CCC) is implementing the Assistance Loan Program loans for "on-farm" grain addition to grain bins and structures. This action is expected to support local cash prices.



Disaster Recovery Management Considerations for Agricultural Producers Dealing with Financial Difficulties

No one ever wants or even plans to face difficult financial situations; but, because of a variety of reasons, producers may find themselves facing cash flow shortages, escalating debt and diminishing equity. Given the production and price risks faced in agricultural production, producers understand that the financial situation of their operations can quickly deteriorate. Unfortunately, correcting the financial damage caused by periods of low prices, high costs or low production is often slow and prolonged. There is generally no quick fix to the situation, and producers must look for ways to slowly improve efficiency and profitability.

Producers often find themselves using existing equity in the operation to cover shortfalls; however, this situation cannot exist in the long run. As equity dwindles, the ability of the operation to sustain and withstand additional shortfalls will be limited. In times of financial difficulties, generally the most influential factor is the ability of the operation to meet all of its cash obligations. To obtain needed operating capital, the operation must be able to project a positive cash flow for the upcoming production cycle. Whether the financial shortfalls are caused by low commodity prices, high input costs, production shortfalls or a combination of these, there are several issues a producer should consider in developing future plans.

One of the first issues that a producer should consider is the availability of government assistance¹. In the case of natural disasters, several programs would be offered to producers coping with economic impacts.

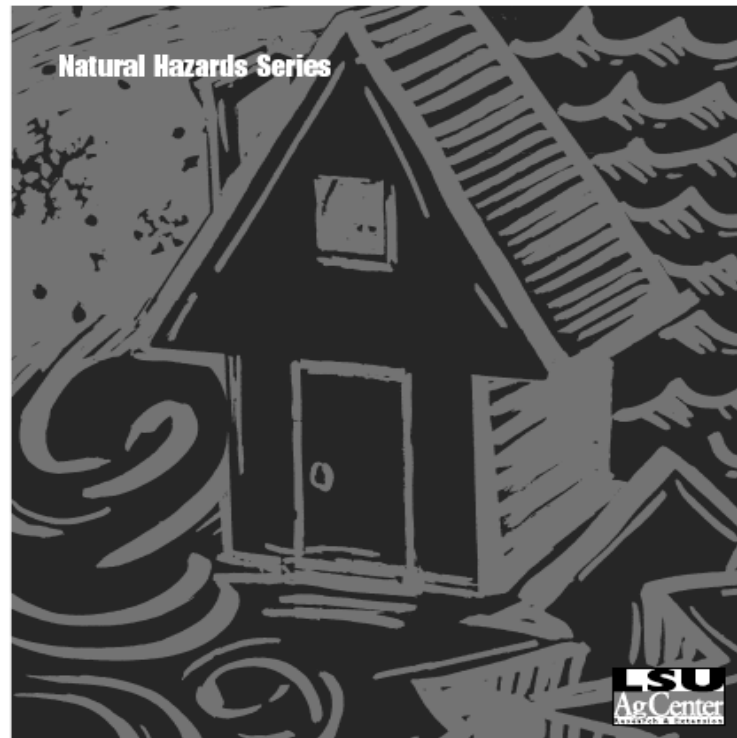
¹ Programs are available through the Farm Service Agency (FSA), the Natural Resources Conservation Service (NRCS) and the Small Business Administration (SBA). For more information on FSA programs and a list of local offices, go to <http://www.fsa.usda.gov/>. For more information on NRCS programs and for a list of local offices, go to <http://www.nrcs.usda.gov/>. For more information on SBA programs and for a list disaster recovery centers, go to <http://www.sba.gov/>.

These may include cost-share, production practices, emergency allowing producers to defer debt. In addition, Congress has additional direct assistance in disasters and prolonged period prices. While the assistance will, it may be part of an overall financial condition of the operation.

Producers should also bring financial planning process as a lender, just as the producer, the success of the farming operation have open dialogue with lenders, circumstances and should state lenders toward solutions that a parties. In some cases, the lender deferral programs that allow making debt payments because natural disasters.


For some producers, their standings may be strong enough periods of financial difficulties have enough stored cash reserve cover temporary shortfalls in cases, the need is to develop a operations that makes the most resources and safeguards again. For most producers, however, condition is one that seriously of the operation to obtain need therefore, jeopardizes its ability cases, the producer must look requirements and increase the generate revenue.

Producers must thorough operations and look for ways to eliminate waste. In times of agriculture, producers cannot



Storm Recovery Guide for Homeowners

Disaster Recovery




search

LSU AgCenter

topics


- lawn & garden
- family & home
- crops & livestock
- money & business
- community
- food & health
- environment & natural resources
- kids, teens & 4-H



family & home


Disaster Recovery & Assistance

more... > Hazards and Threats > Disaster Recovery & Assistance >




The LSU AgCenter has an array of information to help people in their recovery from the multiple problems caused by a hurricane. These problems include the danger of disease from insects, other pests and flood waters as well as illness from contamination by flood waters. Please heed the following advice. Much more information is available at this Web site and at parish extension offices.

Hurricane Katrina Information



The LSU AgCenter has compiled a list of links and contact

Disaster Information Series



These publications are designed to help Louisiana's

sub-topics

- Agriculture
- Children & Childcare
- Cleaning Up
- Disaster Information
- Essential Information
- Floods & Hurricanes
- Hazards in Louisiana
- Personal & Financial Recovery
- Photo Gallery
- Power Outage
- Public Service Announcements
- Publications
- Reducing Risk
- Volunteerism

Food Safety/Consumer Confidence

Disasters impacting food products may compromise image, consumer values and availability. This was experienced during the Gulf Oil Spill. Consumer confidence in all GOM seafood continues to be brought into question even with no sign of contamination. The extent of this spill and resulting national/international publicity could result in historical changes in seafood values and demand .

Youth Development

- ◆ The 4-H program can offer an opportunity for youth to reconnect to family and a new community. Programs should be hands-on experiential format. Evacuees in schools are included in existing
- ◆ 4-H clubs, school enrichment, and after-school programming.
- ◆ 4-H activities focus on:
 - Character education (conflict resolution)
 - Healthy lifestyles (stress management and fitness/nutrition)
 - Parental awareness of counseling services
 - Team building / leadership development / service learning

Family Stress & Financial Mgmt.

- ◆ Managing finances & stress during uncertain financial times
- ◆ Planning & implementing strategies for a secure financial future
- ◆ Coping with loss and grief
- ◆ Building family/community resilience & capacity to adapt to change together
- ◆ Obtaining needed resources & addressing immediate/emerging needs

Managing in Tough Times

Extension Initiative (MiTT.Net)

- ◆ MiTTNet is a searchable directory of existing Extension programs and materials relevant to managing in tough times. It is organized by critical issues facing target audiences.
- ◆ It is designed to help educators provide relevant, community-based educational programs across the nation to complement what is already available at

[http://www.extension.org/pages/Financial Security: Managing Money in Tough Times](http://www.extension.org/pages/Financial_Security:_Managing_Money_in_Tough_Times)

Extension Disaster Education Network (EDEN)

The Extension Disaster Education Network (EDEN) links Extension educators from across the U.S. and various disciplines, enabling them to use and share resources to reduce the impact of disasters.

From food safety to field safety, from physical to psychological, and from government to community development, EDEN has resources you can use.

<http://eden.lsu.edu>

eXtension

Objective, research-based and credible information you can use every day to improve your life, community and business;

Extension agrosecurity & floods Community of Practice (CoP)

- ◆ <http://www.extension.org/disasters>
- ◆ <http://www.extension.org/>

Tennessee Extension's Response to Recent Floods

◆ <http://www.youtube.com/watch?v=dr1yhFTvGns>

Katrina

Category 5 at Landfall



Rita

Category 3 at Landfall









Holly Beach Before



By Arthur Belzls / courtesy USACE

Holly Beach After





14,000 Companion Pets Sheltered





LSU AgCenter Damage and Loss Estimates Due to Hurricanes Katrina and Rita

- ◆ Louisiana Cooperative Extension Service
 - More than \$6.4 million







Agriculture Loss Estimates

Commodity	Hurricane Katrina	Hurricane Rita	Combined
Total Forestry	\$612,866,563	\$227,066,661	\$839,933,224
Total Agronomic Crops	\$156,018,269	\$201,836,360	\$357,854,629
Total Fruits/Nuts/Vegetables/Honey	\$32,370,059	\$9,581,627	\$41,951,686
Total Livestock and Forage	\$23,841,946	\$51,738,689	\$75,580,644
Total Fisheries	\$142,189,733	\$34,090,892	\$176,280,625
Total Wildlife/Recreation	\$24,221,407	\$16,582,570	\$40,803,977
Total Estimated Economic Impact	\$1,000,660,068	\$590,074,832	\$1,590,734,900





Cattle Recovery



- **Thousands of beef cattle lost or stranded without hay and fresh water.**

innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



Beef Cattle Recovery



- **Parish agents coordinated feed and hay stations at local extension offices and assisted with all aspects of cattle rescue**

innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



Texas AgriLife Extension “Operation No Fences” Response to Hurricane Ike

◆ <http://www.youtube.com/watch?v=OPtiPTEKmkc>

Fisheries Recovery

- The U.S. Coast Guard and Navy contracted with Donjon Salvage Company to refloat commercial vessels stranded by Rita in Intracoastal City. Extension Agent Mark Shirley helped in locating the stranded vessels and arranged a meeting between boat owners and the Coast Guard to arrange for the salvage operations



innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



Community Development

- Includes educational programming and assistance for rebuilding communities and businesses.
- Faculty conduct programs on minimizing disaster stress at the community level, communicating with disaster victims, leadership, entrepreneurship, workplace development.
- Regional economic analyses and strategic planning for systematic and sustainable redevelopment is also crucial.

innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



LoHouse **Louisiana House**





Criteria for House & Grounds

Resource Efficient

- energy efficiency
- water conservation
- waste management
- pollution prevention

Durable

- wind & flood resistance
- pest resistance
- decay & mold resistance
- hail & fire resistance

Healthy

- indoor air quality
- IPM
- universal design

Practical

- marketable
- cost-effective, available

Convenient

- functional
- low-maintenance
- information technology



*Alabama A&M and
Auburn Universities*



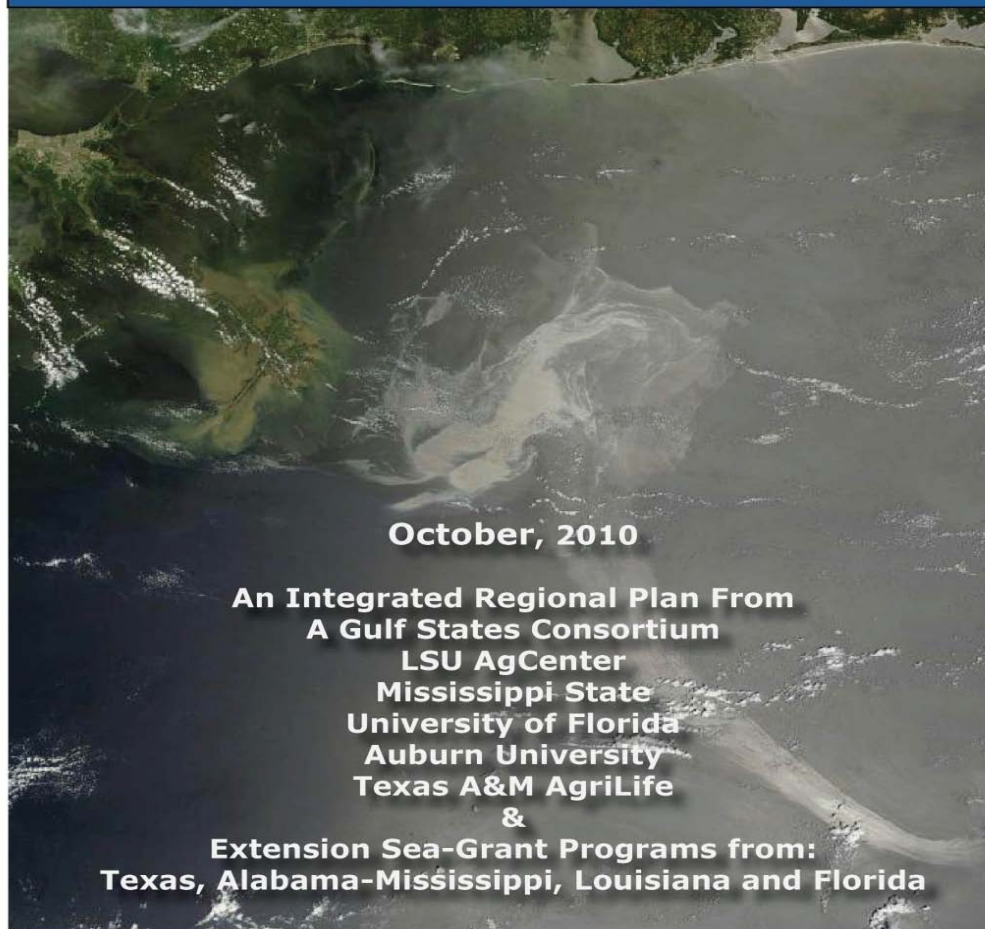
MISSISSIPPI STATE
UNIVERSITY™
EXTENSION SERVICE

TEXAS A&M AgriLIFE

Teaching • Research • Extension • Service

____ Texas A&M System

Restoring Gulf of Mexico's Resources, Communities & Environment



October, 2010

An Integrated Regional Plan From
A Gulf States Consortium
LSU AgCenter

Mississippi State
University of Florida
Auburn University
Texas A&M AgriLife

&

Extension Sea-Grant Programs from:
Texas, Alabama-Mississippi, Louisiana and Florida



Sea Grant **LOUISIANA** innovate . educate . improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com







Charlie Riedel / AP



AP Photo/Gerald Herbert

HEALTH ADVISORY

**PUBLIC IS ADVISED
NOT TO SWIM
THESE WATERS
DUE TO THE
PRESENCE OF OIL
RELATED
CHEMICALS.**

AP Photo/Dave Martin

AP Photo/Dave Martin



LOUISIANA
MARKETMAKER™
Linking Agricultural and Seafood Markets



Expand your market

It's
FREE
Register
Today!

*with a free online marketing tool for
Louisiana food producers, businesses
and consumers.*

Get access to this free, online resource connecting farmers, fishermen, shrimpers, distributors and other food suppliers to consumers.

Step 1: Visit LA.FoodMarketMaker.com

Step 2: Click on "Register Your Business"

Step 3: Follow the on-screen instructions
to input your business information



For more information, contact MarketMaker@agcenter.lsu.edu
or visit our website: **LA.FoodMarketMaker.com**



innovate . educate . improve lives

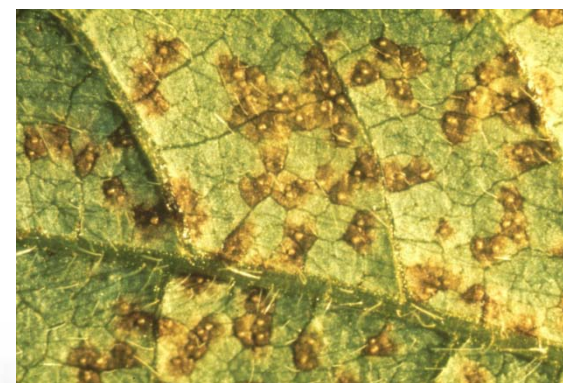
for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



What if Asian Soybean Rust is found in your backyard?

Do you have a response plan in your back pocket?

Have a plan and use it, they work!



innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com





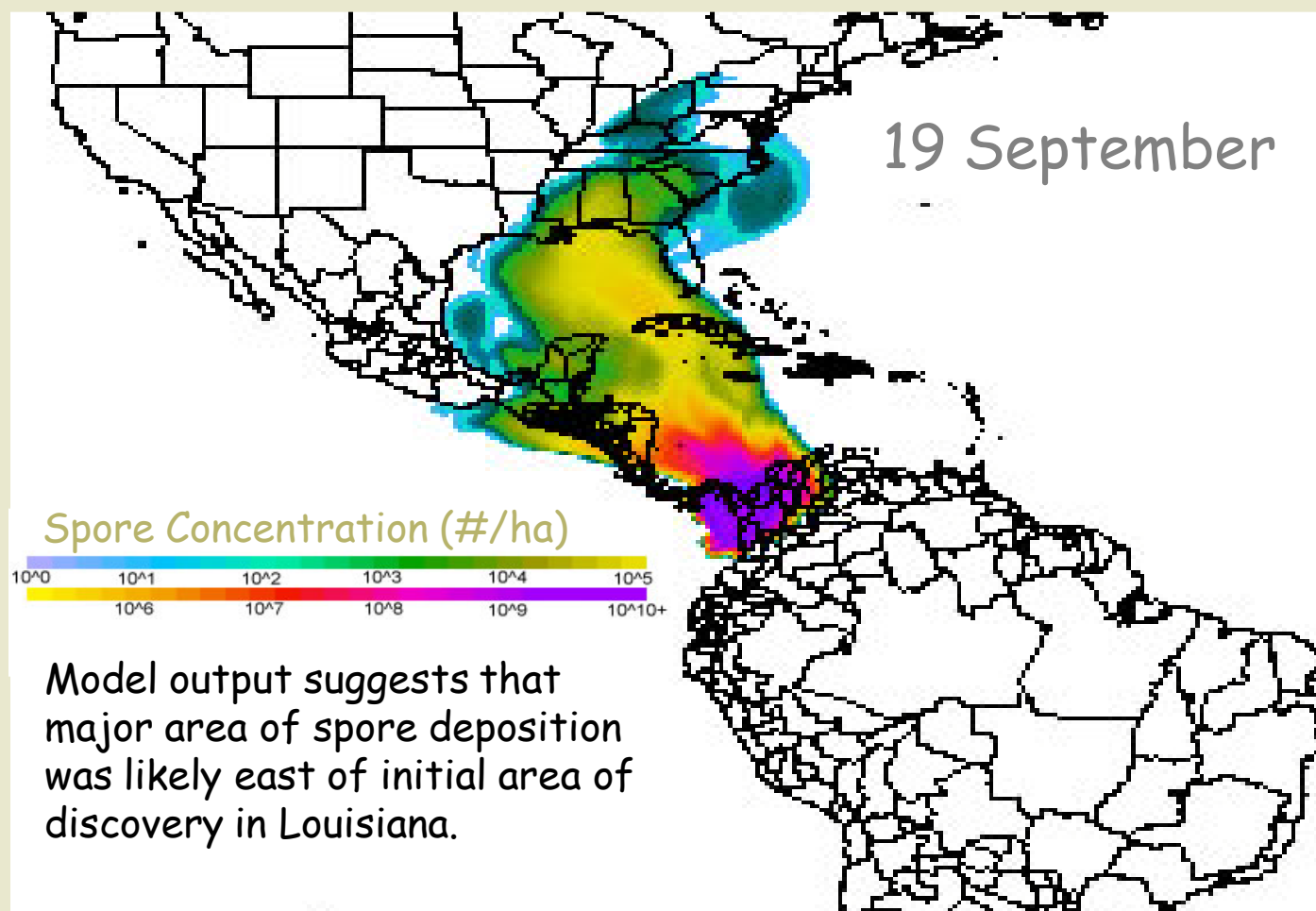
ZedX, Inc.

Aerobiological Risk Analysis for Soybean Rust

A project funded by APHIS to examine the risk of the aerial incursion of soybean rust into North America.



NC STATE UNIVERSITY





A Louisiana farmer uses a combine to unload soybeans during the annual harvest.

Damaging soybean fungus found in La. late in harvest

Infections are first reported cases in United States

BY MELINDA DESLATTE
Associated Press writer

After decades of spreading across the globe, the damaging and costly fungus soybean rust, which hinders plant growth and drastically cuts crop production, has arrived in the United States, showing up at two research sites in Louisiana, agriculture officials said Wednesday.

The plant disease is primarily spread by wind-blown spores, which are suspected to have blown in from South America during the hurricane season and were found after the bulk of the state's soybeans had been harvested, Louisiana Agriculture Commissioner Bob Odum said.

Scientists had warned that the arrival of the fungus in the United States was inevitable as it marched across continents, including Australia, South America, Asia and Africa, creating tan and reddish-brown blotches on the un-

Spread of soybean rust

WHAT: Soybean rust, a fungus that can reduce soybean harvests.

WHERE: First case in the United States discovered in Louisiana.

HOW IT GOT HERE: Wind-blown spores may have hit Gulf Coast during hurricane season.

EFFECT: If it spreads, it could drive up consumer costs. Agriculture officials said fungicide treatments cost an average of about \$25 per acre, increasing cost of production about 20 percent.

dered of growing leaves, weakening the plant and reducing yields. The infections can spread quickly if not treated with fungicides.

Richard Dunkle, with the U.S. Department of Agriculture's Animal and Plant Health Inspection Service, said of the two rust species, Louisiana's cases are known as the Asian species, or

Phakospora pachyrhizi, "the more aggressive of the two species, causing more damage to the soybean plants."

The USDA has acknowledged that it would be impossible to eradicate the fungus on one of the nation's top crops once it arrived in the country. Soybean rust can live off other plants to continue its spread.

Though agriculture officials said the impact of the fungus should be minimal this year because it appeared after much of the commercial beans had been harvested, Odum said he was worried that Louisiana's soybean crop sales would be affected.

"What we're scared of is that the market may drop in Louisiana because of the rust aspect of it, and I don't see any reason for it because most of the beans have already been harvested," he said.

► Please see FUNGUS, page 2D

innovate • educate • improve lives

for the latest research-based information on just about anything, visit our Web site: www.lsuagcenter.com



Lessons Learned from Katrina & Rita

- Have a plan for employees in times of disaster
- Be prepared to use print publications
- Be prepared to deal with lost communications/have contingency plan for use of satellite phones/generator power
- Have emergency fuel stocks for travel and emergency power
- Have list of emergency contact info for all employees
- Have an emergency housing & business re-establishment plan
- Be prepared to set up and assist in emergency livestock and companion animal rescue and care

Lessons Learned

- Be prepared to deal with animal carcass disposal
- Have a pre-established volunteer management plan
- Have a plan to accept, manage & fairly allocate donations of money, food, hay, livestock feed, etc.
- Have a plan to accept and allocate internal organizational financial donations
- Be patient & be prepared to take risks (empower employees to get the job done with minimal interference)

Lessons Learned

- Collaborate with other entities assisting with disaster management
- Recognize that disasters can provide valuable “teachable moments.” Providing reliable information to people in crisis can help them learn as they pick up the pieces and move forward
- Pass it on – share your resources with other states in need.

Within 24 hours we sent flood materials/web links/audio scripts to Tennessee and Kentucky

Questions ?

