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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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Applied Economics Association's 2012 AAEA Annual Meeting,
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Risk Management Needs of Special Audiences of Producers in the South

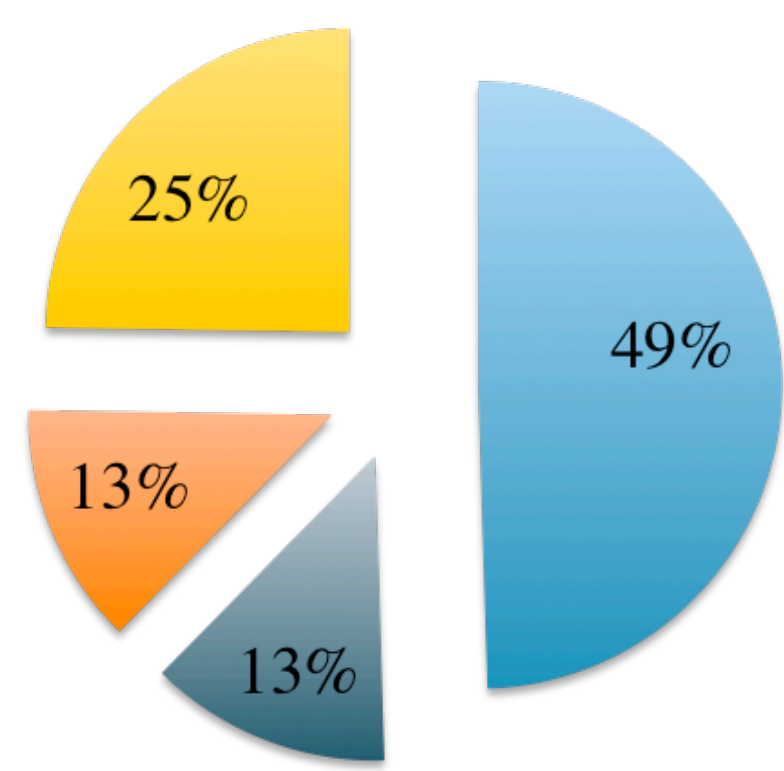
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Project Overview

- 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

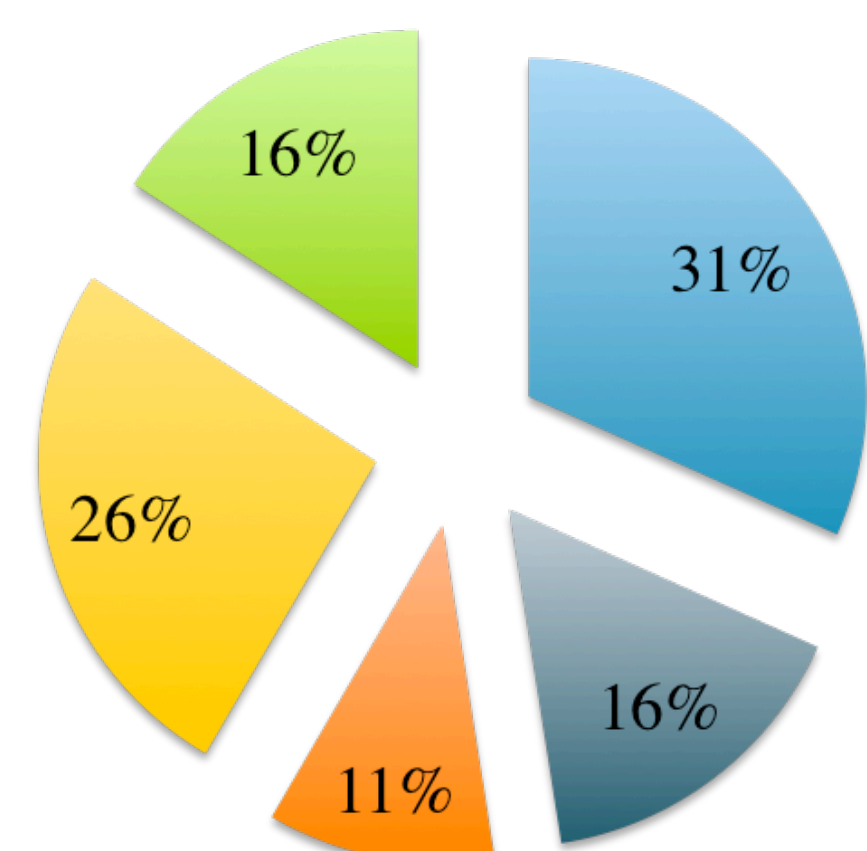
■ S. West ■ South Central ■ South East ■ Atlantic Coast ■ Islands



- Special Emphasis Audiences: Native American, Young and Beginning Farmers & Ranchers, Women, and Hispanic Producers.
- Colloquia participants were recruited from networks of leaders in their communities.
- Colloquia are currently planned for African American and Specialty Crop Producers.
- All Native American and Hispanic Participants but two are from the Southwest.

Location of Women Producer Participants

■ S. West ■ South Central ■ South East ■ Atlantic Coast ■ Islands

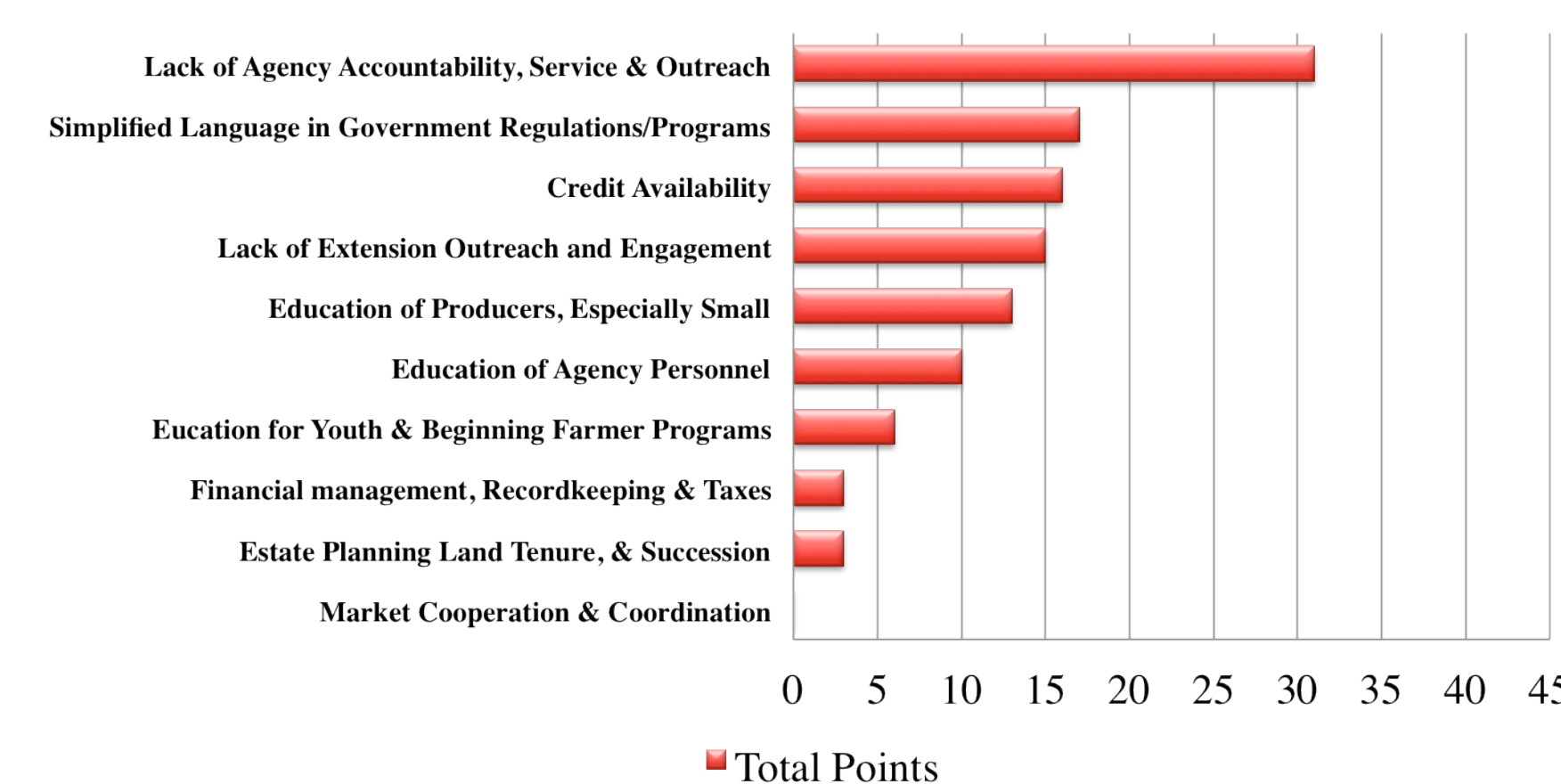


Format and Conduct of Each Colloquium

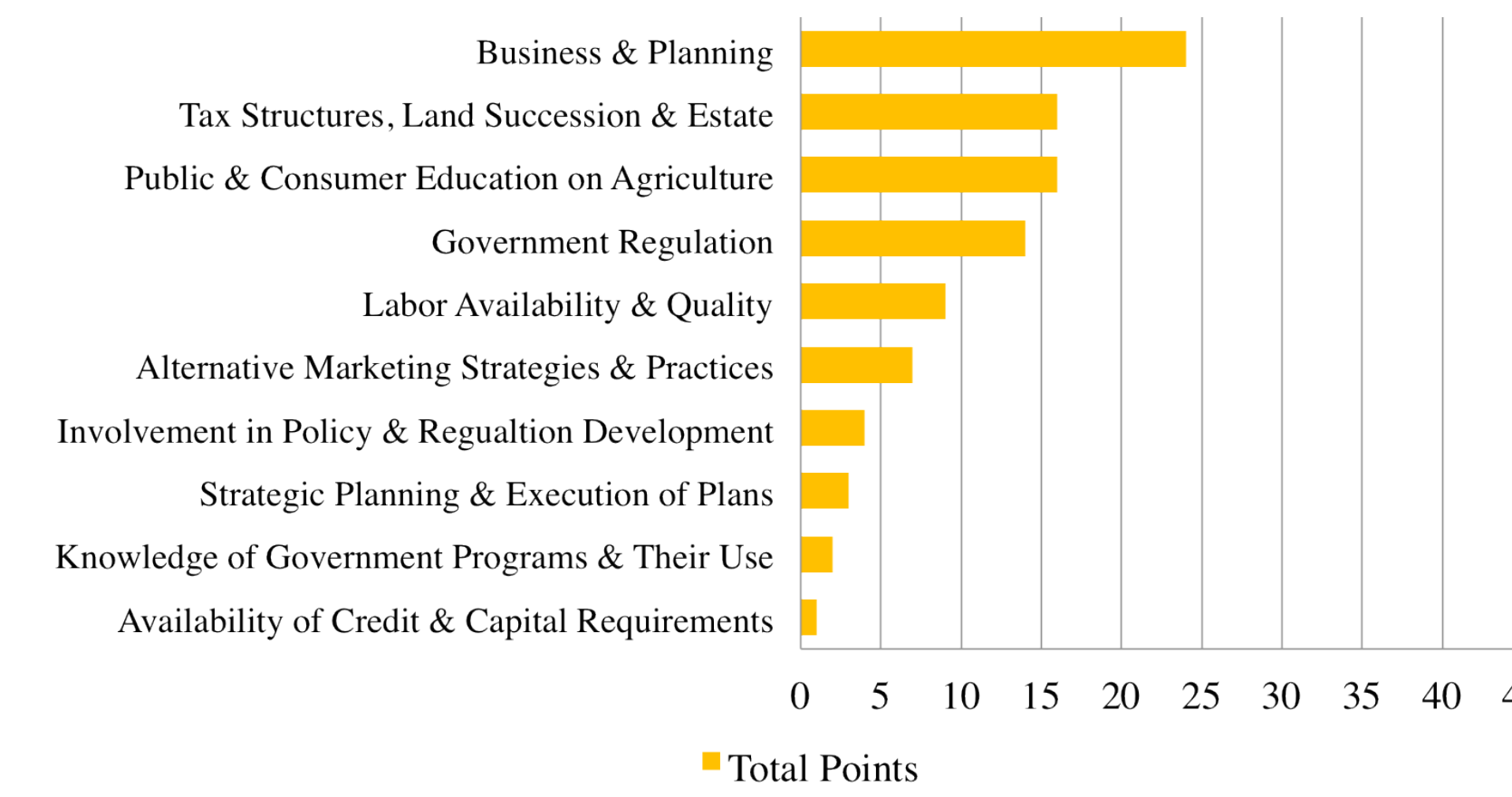
- Background on need for colloquia
- Financial Condition of Agriculture Survey
- Knowledge of Risk Management Pre-survey
- Participant Bar Camps
- Composite of Risk Issue Identification
- Knowledge of Risk Management Post-survey

- 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 sessions end, each group's list is narrowed to the 8 top issues and participants score their top three: 3 pts for 1st, 2 pts for 2nd, 1 pt for 3rd.
- This process is repeated 2 more times, for a total of 9 group sessions.
- 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.

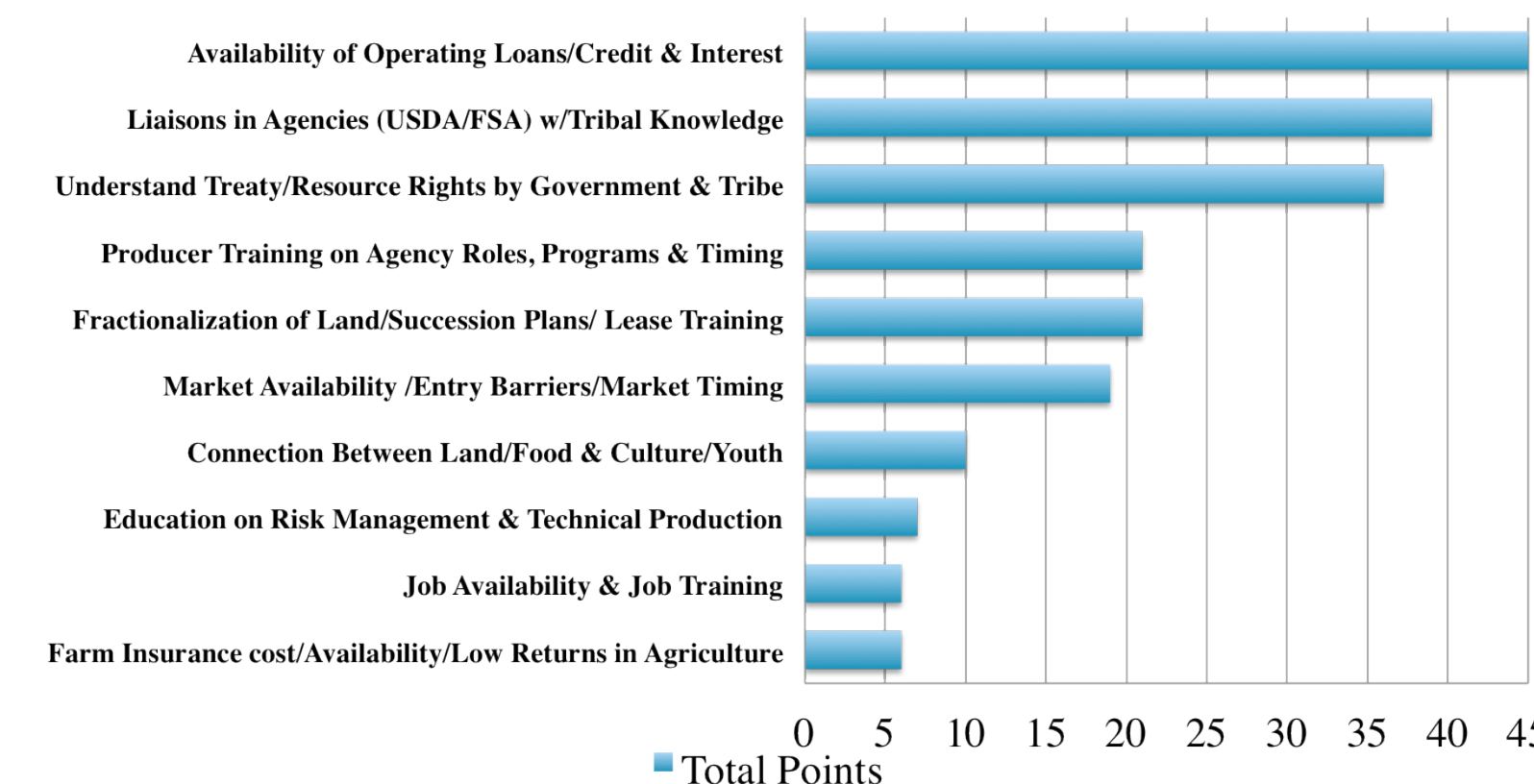
Summary of Final Prioritization of Key Risk Issues Facing Women Producers



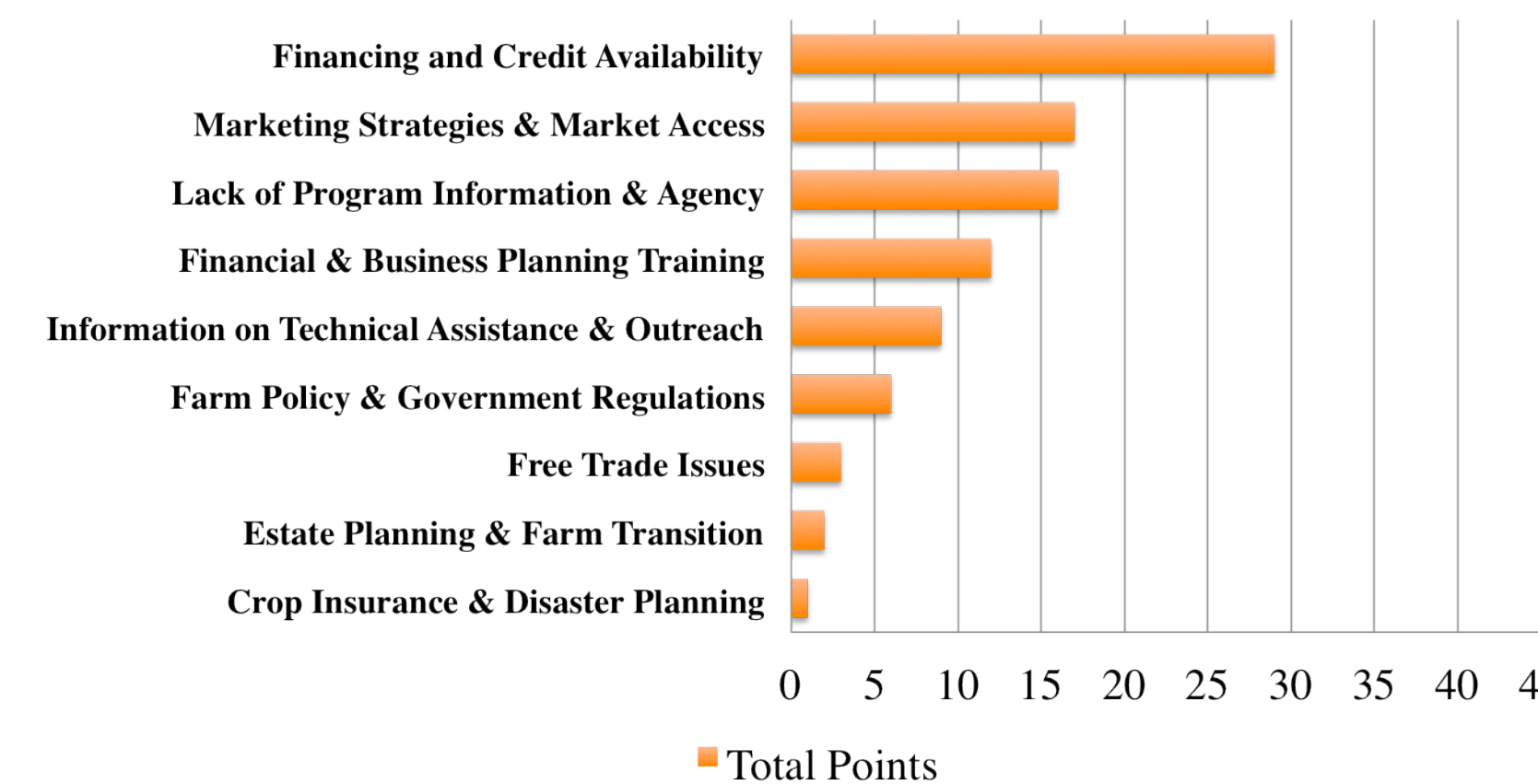
Summary of Final Prioritization of Key Risk Issues Facing Young and Beginning Farmers



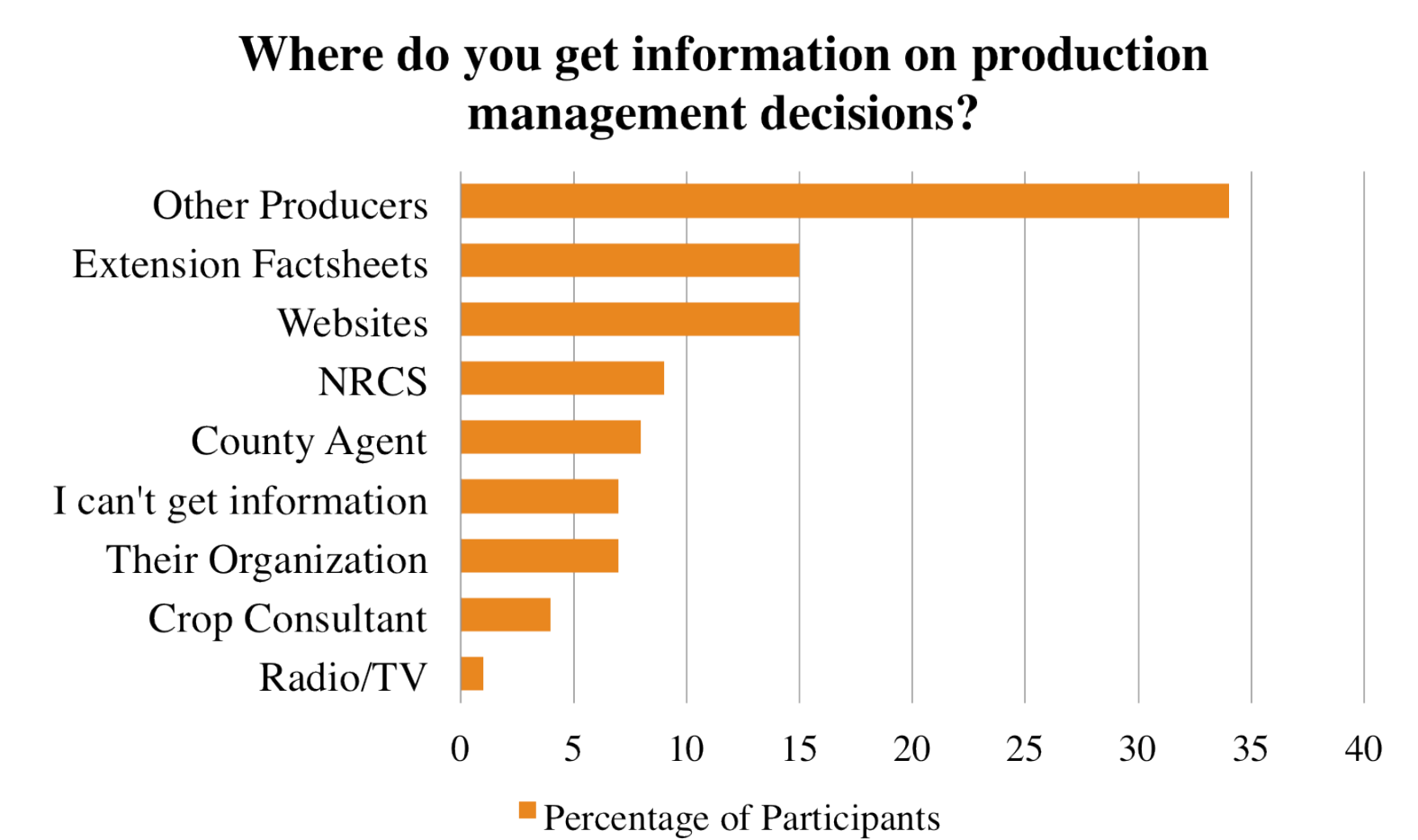
Summary of Final Prioritization of Key Risk Issues Facing Tribal Producers



Summary of Final Prioritization of Key Risk Issues Facing Hispanic Producers



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.

Where do you get information on financial issues for your operation?

