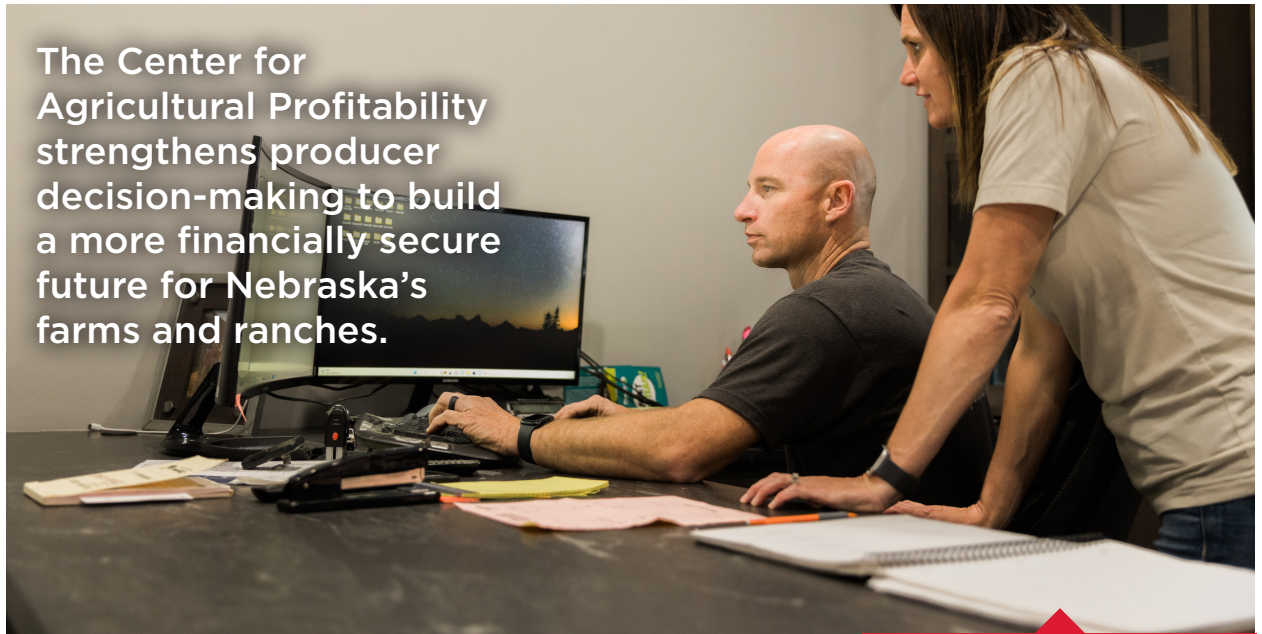


Agricultural Profitability Impact At-A-Glance



cap.unl.edu

The Center for Agricultural Profitability strengthens producer decision-making to build a more financially secure future for Nebraska's farms and ranches.



The Agricultural Budget Calculator program (ABC) empowers producers to better understand their business using UNL crop budgets and other features. Users gain confidence in decision-making by modifying budgets with their own costs to calculate cost of production and other insights. Reginald Preston, of Lyman, spoke of the program's utility: "Please count me in as a producer who relies on ABC for annual planning. If I had to replicate in Excel what you've done, it would take three times as long, be half as good, and wouldn't give me the easy-to-read output to communicate with my stakeholders."

"ABC's funding by the state corn and soybean boards and Extension Risk Management Education Center shows the importance the industry sees in knowing your numbers." -Glennis McClure, Extension Educator

1,261

Registered Agricultural Budget Calculator program users since 2021.

2,800+

Custom crop enterprise budgets developed by ABC users.

30

Training sessions held for interested ABC users in 2023, with 546 participants.



**STRENGTHEN NEBRASKA
AGRICULTURE & FOOD SYSTEMS**

**INSPIRE NEBRASKANS & THEIR
COMMUNITIES**

**ENHANCE THE HEALTH & WELLBEING
OF ALL NEBRASKANS**

Agricultural Profitability



Strengthen Nebraska Agriculture & Food Systems By connecting with Nebraska Extension, Nebraska producers gain a realistic understanding of their actual cost of production by analyzing each enterprise in their operation in order to make better-informed economic decisions. That knowledge is critical in terms of understanding the impact of marketing, risk management, crop and livestock insurance, land prices and federal farm programs—even navigating the transition of an operation to the next generation. Nebraska Extension has a positive financial impact on millions of acres of farm and ranch land, helping ensure the sustainability of Nebraska agriculture by making it more profitable.

- The Nebraska Women in Agriculture program collaborated to host 589 people in a virtual leasing strategies workshop
- 5,500 subscribers to CAP newsletter
- 2,500 participants in weekly webinar series
- Hosted first Ag \$martMoney Week of virtual and in-person financial education, with over 300 registrants
- Over 17,000 YouTube channel views in 2023, up 70% over the prior year, with 132 subscribers added (up 67% from 2022)

\$21,000
Value of information reported by agents representing 8,000 clients at annual Crop Insurance Workshop



CAP is home to trusted decision-making resources like: Nebraska Farm Real Estate Report, Nebraska Farm Custom Rates Report, New Livestock Custom Rates Report, Weekly Webinars, New Articles, and Podcasts Published Weekly



256,000
Visitors to the Center for Ag Profitability's website, cap.unl.edu, up 32% over the prior year