

Agricultural Profitability Impact At-A-Glance



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

USDA's Agricultural Risk Coverage (ARC) and Price Loss Coverage (PLC) programs provide financial support to ag producers during periods of low commodity prices or revenue shortfall. The programs present complex enrollment decisions that were critical in 2024 due to lower crop prices and changing economic conditions compared to the last several years. The Center for Agricultural Profitability and Nebraska FSA hosted workshops across the state that helped producers understand their options and important considerations for their decision-making. One attendee shared, "This helped me understand the differences to make informed decisions," while another praised the comparative charts and clarity of the presentations.

"Producers faced a familiar choice between ARC and PLC in 2024, but under very different circumstances compared to the past several years. Understanding the program helps producers make sound enrollment decisions." - Dr. Brad Lubben, Extension Agricultural Policy Specialist

618

People attended the ARC/PLC workshop at 19 meetings across Nebraska and one webinar.

80%

Of attendees indicated more confidence in their decision-making and understanding of ARC/PLC after the workshop.

\$10.89

Reported average per-acre increase in profitability for workshop 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, leading to 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.

\$4.27 million
Total program value of statewide landlord/tenant workshop series on leasing, land management, and estate planning, as reported by attendees who represented 248,230 acres of crop and grazing land.

- CAP hosted over 240 educational programs for ag producers and other professionals in 2024, with over 9,450 attendees, focusing on topics like land management, leasing, transition planning, financial management, and policy
- CAP's free Ag Budget Calculator Program (ABC) has 1,758 users who have created 3,854 budgets to better understand their financial situation and improve profitability
- Financial management, transition planning, and cost of production were the most critical topics identified by CAP program attendees in 2024, informing future programming
- CAP's online engagement through YouTube, email, podcasts, and social media grew 19% in 2024



CAP is home to trusted decision-making resources like: the Nebraska Farm Real Estate Report, Nebraska Farm Custom Rates Report, Livestock Custom Rates Report, weekly webinars, and new articles and podcasts published weekly



272,000
Visitors to the Center for Ag Profitability's website, cap.unl.edu, up 9% over the prior year