

# Agricultural Profitability

## 2025 Impact At-A-Glance



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

Amid uncertainty in the ag economy, as many producers face tightening margins and production expenses projected to reach record highs this year, the Center for Agricultural Profitability (CAP) has led statewide educational efforts to help producers understand their finances and cost of production to strengthen their decision-making in a volatile environment. Our Agricultural Budget Calculator program (ABC), now with over 2,000 users, gives farmers and ranchers a clear view of their numbers, allowing them to customize budgets, test scenarios and confidently pin down their cost of production.

**NEBRASKA EXTENSION is  
RELENTLESSLY RELEVANT.**



**EXPLORE ALL 2025  
IMPACT HIGHLIGHTS**

**260**

activities were conducted,  
including in-person  
and online educational  
programs.

**10,998**

participants in 2025  
activities that were  
conducted by the  
Agricultural Profitability  
program area.

**227,989**

website visitors accessed  
the Center for Agricultural  
Profitability's resources  
and tools to improve  
decision-making.

**STRENGTHEN NEBRASKA  
AGRICULTURE & FOOD SYSTEMS**

**INSPIRE NEBRASKANS &  
THEIR COMMUNITIES**

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



Nebraska Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture. Nebraska Extension educational programs abide with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture. ©2025

# Agricultural Profitability



**ONE OF THE BIG 3:** 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.

## *Agricultural Profitability 2025 Highlights*

- CAP responded to clientele needs assessments to conduct new programs in 2025:

- Five-part grain marketing online series covering strategies for 2025
- Week long series of daily webinars on farm financial management

- Tax and federal farm program updates in the One Big Beautiful Bill Act
- 19 educational activities specifically focused on farm transition and succession



**78%**

of workshop participants gained insight into financial and legal issues affecting land profitability.



CAP is home to trusted decision-making resources like:

- Nebraska Farm Real Estate Report
- Nebraska Farm Custom Rates Reports
- Nebraska Farm Income Outlook



**6**

online, self-paced courses offered in financial record keeping, planning, and forming LLCs.