

IMPROVING THE ECONOMIC VIABILITY OF CROP AND LIVESTOCK PRODUCTION

Nebraska Extension creates and delivers agricultural economic and financial education, training and research. These efforts improve the ability of agricultural stakeholders in the state to plan, organize and control their economic destiny as they work to achieve their personal and business goals.

Participants / Resources Impacted

Thousands of farmers, ranchers, landowners, agribusiness professionals and other stakeholders, representing millions of acres across the state, accessed education, information and technology aimed to improve decision-making and profitability in Nebraska agricultural operations.

Method of Engaging Learners

Numerous in-person workshops were conducted across Nebraska throughout the year and the team's work was frequently published in Cropwatch, Beefwatch, Cornhusker Economics, In the Cattle Markets, Nebraska Cattlemen's magazine and Nebraska Farmer magazine. It also regularly appeared in "Market Journal" and the "Nebraska Extension Almanac" radio segment.

A series of quarterly land management webinars was launched in 2019, experiential learning programs have grown and development has begun on a newly centralized farm management website, as well as a budget calculator program, joining the grain marketing app that was developed in 2018.



"Thanks to Nebraska Extension ... we now have a trust in place to disperse our assets after we are gone."

-Farm and ranch succession planning workshop attendee

Impact



**1,000+
SUBSCRIBERS**

GRAIN MARKETING APP

Simplifies custom marketing planning for Nebraska producers, keeping users on track through the season.



**130+ PROGRAMS
50+ COMMUNITIES**

IN-PERSON WORKSHOPS

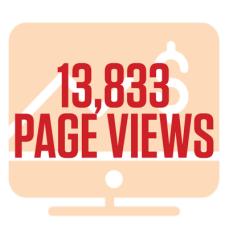
Offering expert information and tools to support farm profitability and survival across the state.



**18,432 PAGE VIEWS
2,960 DOWNLOADS**

CROP BUDGETS

Providing a guide in determining crop production costs across Nebraska.



**13,833
PAGE VIEWS**

FARM REAL ESTATE REPORT

This widely used publication is valued by Nebraska landlords, tenants and stakeholders.

Partnerships

Through a partnership with the USDA Farm Service Agency, 37 farm bill educational meetings were scheduled across the state. Partners supporting programming this year also include the Nebraska Corn Board, Annie's Project, the Nebraska Soybean Board, Farm Credit Services of America and Edward Jones. Collaborative partners in programming have included extension departments at Kansas State University, Oklahoma State University and Colorado State University.

Focus Highlights of Year

Ag Law and Policy Education for Property and Income Protection delivered workshops and published or broadcast flood-related information that could affect the bottom lines of producers across the state. Topics included the effects of flooding on leases, fencing and financial stress, as well as subjects like Nebraska property taxes and Syngenta lawsuit updates.



The Testing Agriculture Performance Solutions farm management education program demonstrated its power to change minds and encourage innovation. After doubling in size in the last year, 75% of TAPS corn growing competitors reported finding a need to change marketing approaches and be more pre-season active.

"The TAPS program empowers its participants to share the responsibility of achieving excellence — which is the epitome of leaders developing leaders."

-Tracy Zin, Indianola (Sorghum Grower Magazine)

Managing Agricultural Land in the 21st Century workshops were held throughout the state, providing important information and strategies to improve landlord-tenant communication and business arrangements to ensure farm prosperity. Program responses were received from **400 participants, indicating:**



- 85% stated the workshop improved their ability to recognize trends in land value
- 51% recognized that applying better management practices will improve profitability



250,000 acres were influenced at a value of:

- \$21.38 per acre
- \$5.3 million total

Farm bill educational meetings, in collaboration with Nebraska FSA, were scheduled at more than 30 sites across the state in late 2019. Producers face new farm program and management decisions under challenging economic conditions. The collaborative educational programs have covered farm program details, enrollment options, economic analysis and improved producer decisions.

Farm and ranch succession planning remains a highly valued educational program that teaches communication, decision-making and planning skills for estate and transition planning to help ensure farm survival.



Nearly 1,500 Nebraskans attended 43 farm and ranch succession and transition workshops across the state.

Four-state crop insurance workshops had 87 participants, with over 5 million acres represented by those in attendance. Just over 70% of participants ranked the program as being useful or very useful. Workshops were conducted in collaboration with Kansas State University, Colorado State University and Oklahoma State University.

Soybean Management Field Days: 430 people attended four sessions that included farm program information and crop budget details. The 50% who evaluated the field days represented **1/3 of total soybean acres** in the state and noted the following:

SOYBEAN MANAGEMENT FIELD DAYS - AUGUST 2019



\$8.61/acre
in knowledge
gained

\$14.7 million
of total
impact

88% use
or will start using
crop budgets

83% expected
behavior change in farm
program decisions