Online Investment Education for Farm Families

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The project is guided by a team of 14 members from 10 states and USDA/CSREES.
Audience Analysis
Who Could Use This Material??

- Telephone survey of farm families.
  - 300 farm families from 43 states, 255 counties.
  - List provided by FarmMarket ID.
  - Once contacted, 30% agreed to participate.
  - Cooperative Extension identified as sponsor, helping cooperation rate.
  - Interviewing conducted in early August, 2008.

- Two telephone focus groups were conducted following the survey.
  - 14 participants
  - 90 minute discussions
  - Recruited from same list as survey respondents
  - Conducted mid August 2008
Farm families are comfortable investing in farmland.

Trends in the prices for farmland reinforce their allegiance to the land as an investment over stocks.

Most farmers do not expect to retire as much as cut back the scope of their operations. This has significant implications for investing strategies.
What’s Different About a Farm Family’s Financial and Investment Plans?

- Personal and Business Resources are often Combined.
- Feast/Famine Nature and Resource Intensity of Agricultural Enterprises.
- Land Ownership and the Asset Allocation Implications.
- Estate Planning and Transfer Decisions are both Personal and Business Oriented.
Investing for Farm Families Lessons

– Welcome and Introduction
  • 1. First Things First: Organizing Your Financial Information
  • 2. Investment Prerequisites: Laying the Groundwork
  • 3. Debt Management and Credit Considerations for Farm Families
  • 4. Finding Money to Invest
  • 5. Determining Your Asset Allocation and Risk Tolerance
  • 6. Evaluating Investment Products and Agriculture Oriented Alternatives
  • 7. Evaluating Financial Service Providers and Information Sources
  • 8. Investing for Retirement and Farm Succession Planning
    – Investing for Your Future Supplemental Content
Investing for Farm Families Activities

- Financial Emergency Preparedness Worksheets
- Integrated Balance Sheet and Personal Net Worth Exercise
- Estimated Expenses and Emergency Cash Reserves Worksheet
- Insurance Evaluation and Goals Worksheet
- Financial Goal Setting Worksheet
- Obtain a Free Copy of Your Credit Report
- Obtain a Uniform Commercial Code Lending Record
- Investment Risk Tolerance Quiz
- Asset Allocation Review Worksheets
- Comparison Worksheet - Savings Account Alternatives and Providers
- Comparison Worksheet – Evaluating Brokerage Account Providers
- Financial Advisor Questionnaire
- Retirement Estimator for Farm Families
- Individual Retirement Accounts and Plans Comparison Table
- Sketching a Farm Asset and Management Transfer Plan
For More Information

• For course materials, enrollment, and resources, go to:

http://www.extension.org/pages/InvestingforFarmFamilies

This project was created to reach farm families nationwide with investment information that is relevant to their needs.

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