THE FARM AND RANCH SURVIVAL KIT PROGRAM

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Location
Need for financial management education, but...

- Discomfort discussing financial issues in a public forum
- Time pressures
- Distance/travel costs
- Age—driving at night
- Workshop costs
- Varied needs
Program Development Process

- Discussion with producers; developed concept of “Farm & Ranch Survival Kit” (FRSK)
- WSU/OSU cooperative effort
- Obtained a $20k grant from the Western Center for Risk Management Education
- Hired program coordinator
- Sent direct mailing to 1200 ag, forest and open space landowners in Mid-Columbia
- 165 officially enrolled; many more participants
Participants

Commercial operators

Small acreage operators
Outputs (Program Activities)
A. Newsletter installments

1. Business planning
2. Financial planning
3. Interpersonal relationships
4. Farm succession
5. Taxes and insurance planning
6. Marketing
B. Web page development

1. Subset of Small Farms web site
<table>
<thead>
<tr>
<th>Workshops</th>
<th>Participants</th>
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<tbody>
<tr>
<td>Ranching for profit</td>
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<tr>
<td>Farm succession</td>
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<tr>
<td>Winegrape production, vineyard establishment and vineyard management</td>
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<td>Livestock workshop</td>
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<td>Partial budgeting</td>
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<td>Analyzing agricultural investments</td>
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<td>Evaluating land lease agreements</td>
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<td>Crop profitability analysis</td>
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<td>Machinery costs</td>
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<td>Hay growers’ workshop</td>
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<td>Direct marketing workshop</td>
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Outcomes (Impacts)
“What will you do differently following this workshop?”

- “Invest more time looking at business to see what is losing money.”
- “Eliminate non-profitable enterprises.”
- “Make educated decisions vs. guesses and hope!”
- “Get my husband to figure out if it’s cost effective to buy machinery or farm.”
Evaluation via Phone Survey

- 30% response rate
- Respondents from 16 different counties in the Northwest; owned and/or managed 28 different agricultural enterprises; represented 77,220 acres under management
- “On a scale from 1 to 5 (1 being none and 5 being a great deal), how much useful knowledge did you gain as a result of your participation in this project?” 3.78
“What changes have you made as a result of your participation in this project?”

- Started/completed a business plan (14)
- Analyzed my financial situation with my lender (10)
- Reviewed my insurance policies to determine if I have appropriate coverage (17)
- Started/completed a marketing plan for my farm or ranch (11)
Other Outcomes

- Louisiana State University Ag Center use of farm succession materials
- The Farm Family Support Network has linked to the FRSK Web site
- The Wyoming Dept. of Ag included succession installment in their Estate Planning Handbook
- “Successful Farming Radio Magazine,” broadcast to 1.25 million listeners in 22 Midwestern states, linked to Web
- 2007 NACAA Search for Excellence in Farm and Ranch Financial Management Award
The Ag Risk Education Library, administered by the Digital Center for Risk Management Education, is an excellent resource for anyone providing risk management education programs to agricultural producers. Final reports, for projects funded by the regional Risk Management Education Centers, are available for viewing; as are all program materials associated with each project. The library houses the 2007 conference proceedings from both the National Extension Risk Management Education Conference and the National Farm Management Triennial Conference. Successful programs for women involved in agriculture are also included in the library.

If you are considering submitting a proposal in the next funding cycle (RFA announced in November 2007), we encourage you to peruse the many resource materials that the library has to offer in the five risk topic areas. A new feature the library offers is the Google search engine that allows you to search for curriculum and other resource materials relevant to your program delivery.
Quote from participant:

“We’re holding family meetings to discuss goals and objectives for use of our family property. Also working with financial planner to look at long-term financial objectives.”
Future Directions

- WA-OR Farm Succession and Estate Planning program: $32,000 from the Western Center for Risk Management Education
- WA-OR Mid-Columbia Ag Enterprise Investigation Series: $36,000 Western Center for Risk Management Education
Questions?