

# **2024 SRMEC RFA Applicant Training**

## **Extension Risk Management Education (ERME) Program**

**Ronald Rainey  
Director**

**Southern Risk Management Education Center  
University of Arkansas**

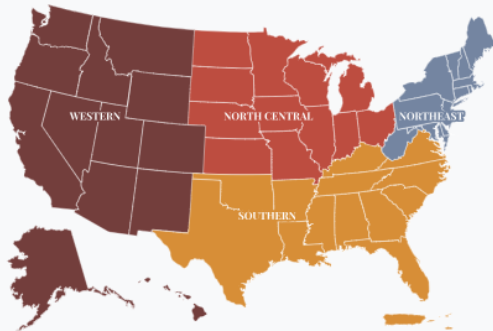
**Website: <http://srmec.uada.edu/>**

**Email: [srmec@uada.edu](mailto:srmec@uada.edu)**



## Extension Risk Management Education

*"Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table."*



Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, outcomes-based and encourage public-private partnerships. Funded projects must identify targeted outcomes that will help producers manage risk and then describe how the project will measure those outcomes.

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on this website.

### Western Center

Washington State  
University  
Extension

(509) 477-2168

[westrme.wsu.edu](http://westrme.wsu.edu)

### North Central Center

University of  
Nebraska - Lincoln  
Extension

(402) 472-1742

[www.ncerme.org](http://www.ncerme.org)

### Northeast Center

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### Southern Center

University of  
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(501) 671-2165

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### ERME Events & Activities



Extension Risk Management  
Education  
2024 National Conference  
Salt Lake City, UT

[Learn More](#)

### ERME Infographic

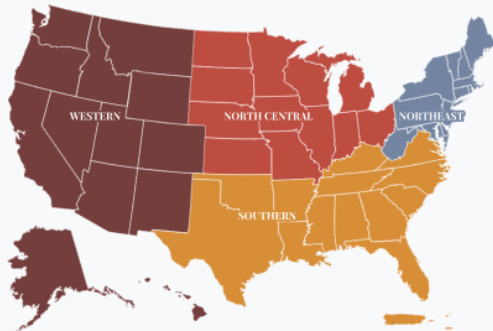


2022

## What is Risk Management?

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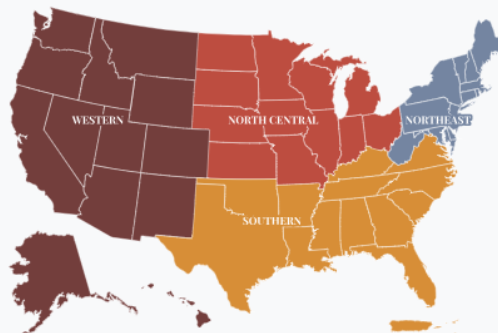
COMPLETED PROJECTS

ALL FUNDED PROJECTS

SUCCESS STORIES

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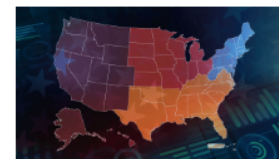
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2022

See how ERME continues to help farmers manage risks to



**EXTENSION  
RISK MANAGEMENT  
EDUCATION  
NATIONAL CONFERENCE  
SALT LAKE CITY**

**SAVE THE DATE**  
**2024 ERME National Conference**  
**April 9 – 11, 2024**



Join Us in Chicago: March 27-29, 2023

**National Conference & archive of previous meetings  
are showcased on ERME National Portal**

# 2023 Extension Risk Management Education

## Outstanding Project Award Winners

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**NORTH CENTRAL  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



United States Department of Agriculture  
National Institute of Food and Agriculture



**SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



**NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



# SUCCESS in TEXAS

## Who's Going to Fill My Shoes: Planning from the beginning to the end for succession in a farming operation education project

Project Director: Angie Martin-Texas Corn Producers Association



*"Estate and Succession Planning needs to be discussed by all farmers but many farmers do not want to talk about it. This is a shame because many families will be left with tax issues because no one bothered to plan."*

*-Texas Farmer*

**Situation:** In the next decade, Texas will experience the largest intergenerational land transfer in the state's history. To educate and assist farming operators and landowners, this project sought to develop resources, including a guide and workshops, aimed at assisting farmers with succession planning.

**Outcomes:** The guide and workshops developed through this project helped farmers: 1) Analyze various business entity structures and determine which would be the best option for their specific operation and for future retirement; 2) Understand the need for an estate plan and identify the key documents to begin creating a plan; 3) Understand the importance of written lease agreements and their use in a successful estate and succession planning; 4) Understand potential legal issues facing Texas landowners regarding estate and succession planning.

**Impacts:** In addition to the guide developed through this project, five free workshops across the state of Texas were held to educate underserved and traditional farmers. Despite COVID related challenges to in-person attendance, this project adapted and a recorded presentation is available for viewing on their website, [www.texas-corn.org](http://www.texas-corn.org). As well, the guide is available for printing on the Texas Corn website. These resources are beneficial for future education and use by others.

Testimonies from the attendees as well as the survey results showed a very positive response on the information provided. Overall, it was apparent that many people do not want to discuss the subject. The team is hopeful this project opened the door to start those important talks.

Continued on next page...



OUTSTANDING  
REGIONAL  
PROJECT  
2022

# Angie Martin

## Industry Affairs Director



# TEXAS CORN PRODUCERS







Angie Martin

Industry Affairs  
Director

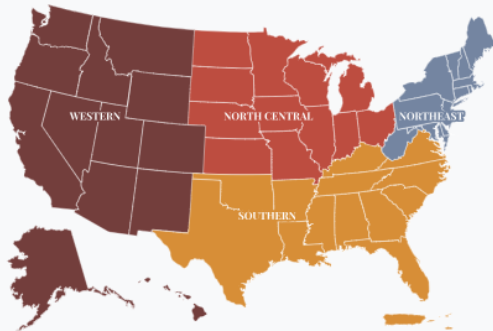
**TEXAS CORN  
PRODUCERS**



**SOUTHERN  
EXTENSION  
RISK  
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## What is Risk Management?

# Southern Risk Management Education Center



## The Southern Risk Management Education Center

### Empowering Producers to Manage Risks

The Southern Risk Management Education Center (SRMEC) was established at the University of Arkansas Division of Agriculture in 2009. Funded by the USDA National Institute of Food and Agriculture (NIFA), the SRMEC is one of four regional Extension Risk Management Education Centers located throughout the country.

Our **mission** is to educate farmers and ranchers to manage the unique risks of producing food for the world's table. The Southern Center, in conjunction with the other three regional Centers, conducts the [Extension Risk Management Education Competitive Grants Program](#).

### Recent News

- [Center Director Dr. Ron Rainey Named Farm Foundation Round Table Fellow...](#)
- [Immediate Relief for Financially Distressed FSA Farm Loan Borrowers...](#)
- [USDA's Risk Management Agency taps Division of Agriculture for crop insurance analysis...](#)
- [The 2023 Extension Risk Management Education National Conference...](#)
- [SRMEC collaborates with 15 other universities to provide daily news...](#)
- [Center Director Dr. Ron Rainey appointed to USDA Equity Commission...](#)

<https://srmec.uada.edu/>



SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

# Empowering Producers to Manage Risks

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Enhancing  
Quality of  
Farm Family Life



Providing a  
Safe & Secure  
Food Supply



Improving  
Rural  
Prosperity



Strengthening  
Economic  
Viability

<https://srmec.uada.edu/>



## Director

### Dr. Ron Rainey

Center Director with over 20 years agricultural economics experience with Extension programming and outreach.

[rrainey@uada.edu](mailto:rrainey@uada.edu)

(501) 671-2175



## Assistant Director

### Lawson Connor

Connor currently serves as an assistant professor in the Department of Agricultural Economics and Agribusiness at the University of Arkansas with research and extension appointments in crop production economics.

[lconnor@uada.edu](mailto:lconnor@uada.edu)

(479) 575-2072



## Grants/Financial Manager

### Erica Barnes Fields

Financial manager responsible for administering grants and managing the financial aspects for the Center. Fields is the primary financial contact for Center grants.

[efields@uada.edu](mailto:efields@uada.edu)

(501) 671-2146



## Program Manager

### Celise Weems

Weems is an experienced agricultural professional driven to help farmers and ranchers enhance their business operations. She promotes the Center's resources and stakeholder engagement activities across the region. She holds a Master of Economics from the University of Arkansas and an MBA from the University of Arkansas at Little Rock.

[cweems@uada.edu](mailto:cweems@uada.edu)

(501) 671-2344



## Communications Manager

### Jamie Cousins

Cousins holds a BA in Communications from Louisiana Tech University and an MA in Communication Studies from the University of Louisiana at Monroe.

[jcousins@uada.edu](mailto:jcousins@uada.edu)

(501) 646-6930



## Administrative Specialist III

### Marcia Smith

Smith brings 17 years' experience serving as Administrative Office Manager in the Division of Student Affairs for the University of Central Arkansas. Actively involved in her community and workplace, Smith has held a number of roles including Staff Senator and Advisory and Diversity Board Member.

[msmith@uada.edu](mailto:msmith@uada.edu)

(501) 671-2047



## Administrative Specialist

### Nancy Clark

Nancy retired from Transamerica Insurance after 20 years of service as the Office Manager and Sr. Executive Assistant to the President, COO and CMO. Shortly after retirement she took a position with Family Consumer and Science Dept. at University of Arkansas, Cooperative Executive Service where she worked with the CDC grants and various aspects of family needs in the state. She is currently working in Ag and Econ Business with the Crop Insurance Navigators.

[nclark@uada.edu](mailto:nclark@uada.edu)

(501) 671-2094

# 2024 RFA

- Announced **Sept. 14<sup>th</sup>, 2023**
- 2 grant pools:
  - Traditional RFA (**\$75,000**)
    - Exploratory projects (**\$10,000**)
  - Producers Underserved by Crop Insurance (**\$100,000**)
- Applicant training (posted online)
- Grant closes **Nov. 16th**

## Extension Risk Management Education Competitive Grants Program

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**2024 Request for Applications**

**Application Deadline: November 16, 2023**



**SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE



# *Introduction to Risk Management*

*Understanding Agricultural Risks:*

////// PRODUCTION ////

////// MARKETING ////

////// FINANCIAL ////

////// LEGAL ////

////// HUMAN ////

*Second Edition, 2013!*

BY

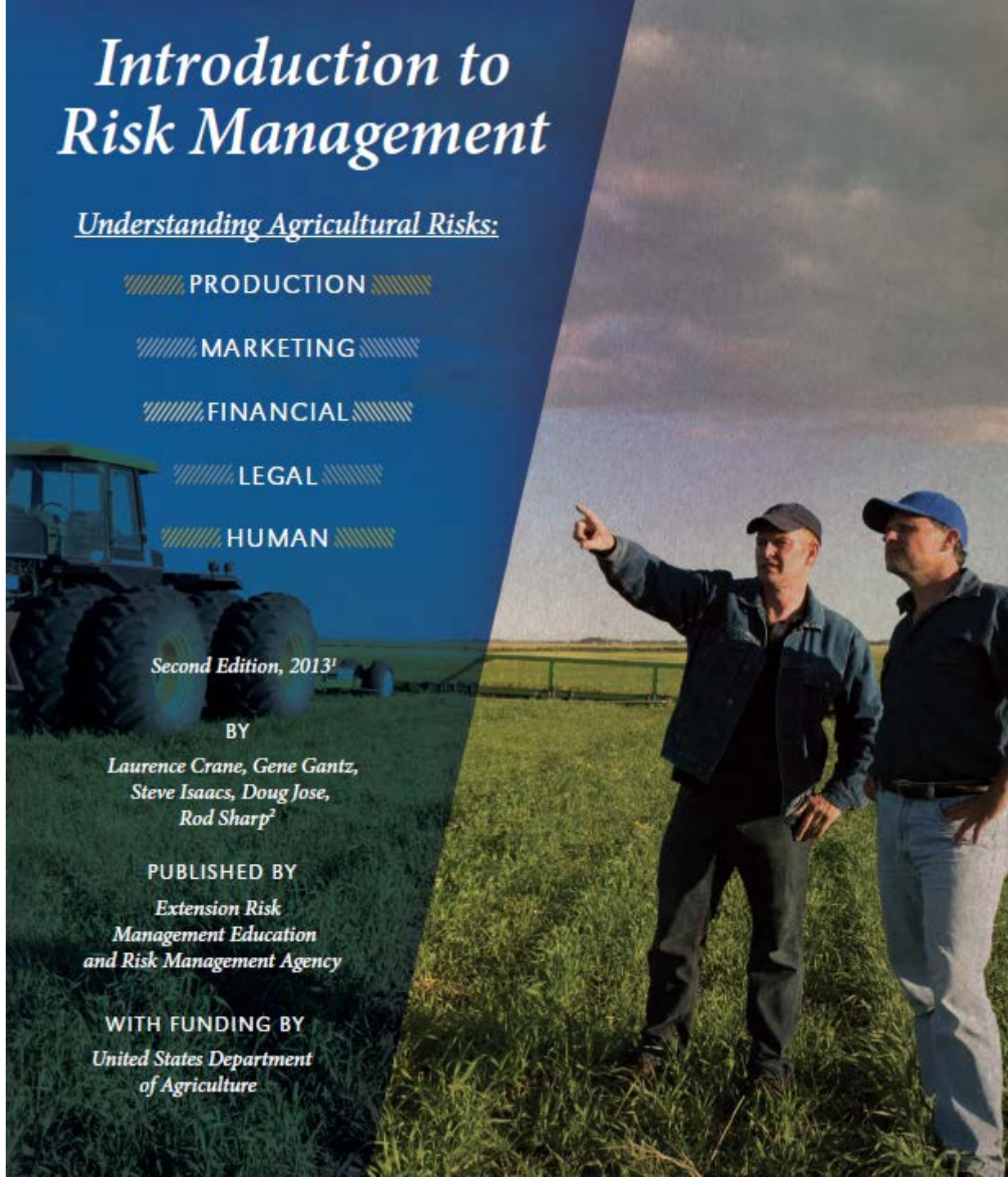
*Laurence Crane, Gene Gantz,  
Steve Isaacs, Doug Jose,  
Rod Sharp<sup>2</sup>*

PUBLISHED BY

*Extension Risk  
Management Education  
and Risk Management Agency*

WITH FUNDING BY

*United States Department  
of Agriculture*



Source of Risk	Aspirational Goals
<p><b>Production Risk</b> – Any production-related activity or event with a range of possible outcomes which could limit ag producers’ ability to achieve their financial goals is a production risk.</p>	<p>Enhance understanding of yield variability, insurance products, technology, diversification and management systems to control costs and improve farm or ranch income.</p>
<p><b>Marketing Risk</b> – Marketing is the part of a farm business that transforms production activities into financial success. Marketing risk is any market related activity or event that leads to the variability of prices ag producers receive for their products or pay for production inputs.</p>	<p>Improve producer understanding and use of commodity price risk management, product (niche) marketing strategies, differentiated (branding) marketing focus and relationship marketing to enhance farm or ranch viability.</p>
<p><b>Financial Risk</b> – Financial risk encompasses those risks that threaten the financial health of the business, including: 1) Capital cost and availability; 2) Ability to meet on-time cash flow needs; 3) Ability to maintain and grow equity; and 4) Ability to absorb short-term financial shocks.</p>	<p>Grow farmer and rancher capacity to address strategic business planning, production cost management, recordkeeping analysis, asset management and financial planning to enhance cash flow, profitability and financial performance.</p>
<p><b>Legal Risk</b> – Legal risk involves commitments that have legal implications, such as production activities that fail to take appropriate safety precautions, marketing products which can involve contract laws and human issues dealing with employer/employee rules.</p>	<p>Cultivate farmer and rancher ability to address business organization, contracts, regulatory policies and liability issues to manage businesses’ legal risk exposure.</p>





**Human Risk** – Human risk management is the ability to keep all people who are involved in the business safe, satisfied and productive such as: 1) Human health and well-being; 2) Family and business relationships; 3) Employee management; and 4) Transition planning.

Develop farmer and rancher understanding of employee recruitment, retention and management; internal and external business communication; business transition and farm safety systems to improve business and worker success.

# SRMEC Regional Priorities

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Each project should have a plan for capturing

- measurable qualitative and quantitative economic effects
- and/or behavioral changes related to risk management.

Projects with detailed evaluation plans that capture higher level producer impacts (i.e. implement versus understand across the ERME spectrum of producer actions) are ranked higher.

# Traditional Risk Management

1. Develop and deliver programs and decision tools to help producers **evaluate financial management strategies**, the implementation of an exit strategy or transition to new enterprises, alternative production systems, farm data management, and marketing strategies.
2. Aid producers in **understanding and obtaining certifications** (local, grass-fed, sustainable, organic, regenerative, etc.) and marketing labels that expand market opportunities.
3. Develop and deliver programs to help producers **protect, attract, train, and retain employees** including issues related to public health emergencies.
4. Develop programs and tools to **educate producers about participating in Climate-Smart Agriculture**.



# Traditional Risk Management (CONT)

5. Educate producers to **implement effective, safe, legal, and sustainable use of integrated pest** (insect, disease, weeds) management systems, incl. access to crop protection products.
6. Assist producers in **managing legal risks** incl. contracts, leasing, labor, liability, and direct marketing regulatory compliance.
7. Develop programs to **keep farms sustainable during ownership transfers** as it relates to timing of transition, estate planning, heirs' property, or preserving agricultural lands.
8. Train producers on the issues and opportunities around **participating in and strengthening regional/local supply chains**.
9. Educate producers to enhance **understanding of the roles that insurance** (crop, product, liability, etc.) plays in managing risks on their farm/ranch.

# Producers Underserved by Crop Insurance

1. **Business financial literacy** focused on recordkeeping and documentation appropriate for crop insurance participation, especially small-scale, urban agriculture, organic, specialty crop and/or diversified farmers including direct marketing operations.
2. Training educating, and/or assisting **underserved producers on crop insurance** and other programs including livestock, hemp production, whole farm and micro-farm insurance products, and cover crop practices.
3. Projects educating youth and/or historically underserved producers (veterans, new & beginning, socially disadvantaged, and limited resource producers) about **marketing & crop insurance strategies**.
4. Crop insurance training that addresses **transition, succession, estate planning, and heirs' property**.
5. **Record keeping and/or documentation for livestock** (including dairy), pasture, rangeland, and forage policies Appropriate for insurance participation

# Producers Underserved by Crop Insurance

6. Educating underserved **specialty crop growers on crop insurance** options available.
7. Educating and/or training producers for **Natural disaster mitigation strategies** using crop insurance including hurricane insurance.
8. Projects that **leverage collaborations** among non-profits and community-based organizations (NGOs), government agencies, and Land-Grant Institutions to enhance crop insurance training.
9. Educating producers on **working with Lenders and Crop Insurance Agents** to expand access to programs and insurance products available in other geographic areas (written agreements and program expansion).
10. Innovative projects that **address precision, regenerative, Artificial Intelligence informed, and/or climate smart agriculture** as it relates to crop insurance.

# SRMEC Priorities

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# Proposed Results & Producer Actions

- Three levels of producer actions in order of increasing producer engagement:

1. Understand .....Knowledge  
Short Term

2. Develop .....Actions  
Intermediate

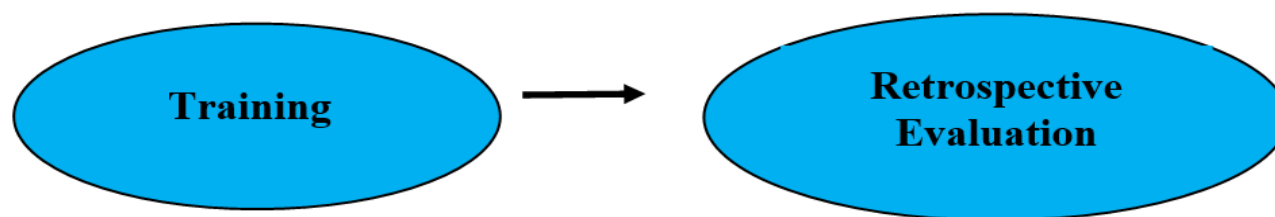
3. Implement .....Conditions  
Long Term





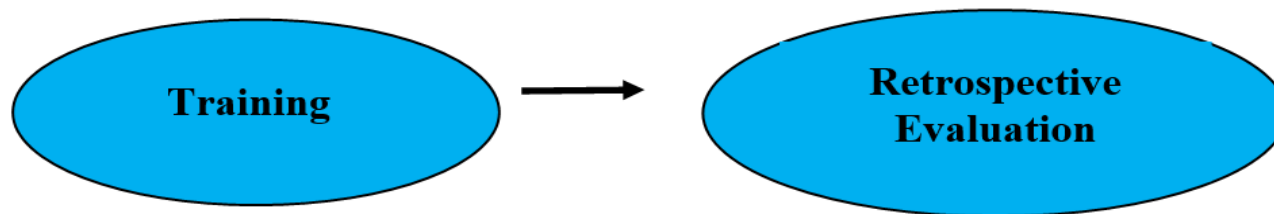
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**All ERME projects are expected to conduct this retrospective evaluation at the end of their workshop or training series.**



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**Evaluation is an important component of program!**

# Evaluation Measures

If you are uploading a resource to measure what took place because of your project, please check for each resource the (1) type of measurement; (2) time of measurement; and, (3) method of measurement.

Type of measurement	Method of measurement (check all that apply):
<ul style="list-style-type: none"> <li>✓ Direct measure</li> <li>✓ Indirect measure</li> </ul> <p>Direct measures demonstrate participant learning. Learning is observable in the form of actual products such as presentations, portfolios, test results, etc.</p> <p>Indirect measures imply that learning takes place by asking participants' perceptions or attitudes about their learning.</p>	<ul style="list-style-type: none"> <li>✓ Observation (draft business plan, permit; application)</li> <li>✓ Peer assessment of product or skill</li> <li>✓ Self-assessment of a product or skill</li> <li>✓ Photos, screen capture, video (before/after)</li> <li>✓ Questionnaire/survey</li> <li>✓ Interview (individual, group)</li> <li>✓ Submitted/approved document (application, permit, report)</li> <li>✓ Test</li> <li>✓ Testimonial</li> <li>✓ Logs, records</li> <li>✓ Other</li> </ul>
Time of measurement	
<ul style="list-style-type: none"> <li>✓ Before participant learning session(s)</li> <li>✓ During participant learning session(s)</li> <li>✓ After participant learning session(s)</li> </ul>	

# Focused on Results/Outcomes

Grant selection, reporting, and management system seeks results:

- increases the probability that the programs we fund will improve the risk management skills of the farmers and ranchers who participate,
- is designed to improve the capacity and quality of the programs we fund,
- increases the opportunities to improve the economic viability of the farm and ranch family participants.



# SRMEC Grant Management

- ***SUBMISSION/REPORTING:*** all reporting is conducted online and is submitted through the Results Verification System (RVS)
- ***TOOLS FOR PROJECT DIRECTORS:*** resources to assist with meeting your contractual obligations:
  - Funding acknowledgement requirements
  - Budget Revisions
  - Extension Requests
  - Change of Project Director




# RESULTS VERIFICATION SYSTEM


<https://rvs.umn.edu>



Results Verification System

RVS is designed to help organizations:

-  Manage grant programs
-  Submit grant applications
-  Report accomplishments

 [Learn more about RVS](#)

Email Address

Password

[Sign In](#)

[Forgot your password?](#)

[Create New Account](#)

## About RVS

The **Results Verification System** is an integrated grant application and reporting system designed to facilitate reporting the accomplishments of funded programs.



Thank You



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