



Economic & Legal Considerations for Hemp Production in Texas

Things change quickly in agriculture. When Project Director Tiffany Dowell Lashmet with the Texas A&M AgriLife Extension applied for this grant in 2019, Texas farmers faced low commodity prices across the board, were excited about the potential opportunity to grow hemp for the first time in 2020 and hundreds attended TDA listening sessions. Then came COVID-19 and increasing commodity prices for many of Texas' common crops. In this new environment, the number of hemp acres planted in Texas for 2020 was only 5,000.

In addition to the reduced interest in hemp production, the pandemic prevented planned in-person meetings. Lashmet and her team shifted to successfully deliver quality educational information online as an alternative. They created a series of videos in-studio, totaling approximately 3.5 hours in content. These videos were made available through

YouTube so participants could view at their convenience.

Lashmet and her team worked hard to publicize the videos and were successful in garnering a variety of press coverage including television stations, Farm Press, radio, and newspapers. The videos gained over 3,070 views and evaluations show 100% of respondents would recommend the videos to a friend with a 73% overall knowledge gain.

One participant, the Executive Director of a state-wide hemp grower organization, praised the videos as being much-needed. She shared stories of many people who were lured into hemp production when prices were high and there were lofty promises made by potential purchasers. She relayed a story of a couple who had invested their life savings in land to grow hemp but were left with no return when prices fell and their buyer disappeared. She believed that the information in the videos developed through this grant would have saved this couple and will help many others from finding themselves in similar situations.

The Southern Extension Risk Manage Education Center (SRMEC) seeks to empower the strengths and skills of farmers and ranchers across the Southern region to more effectively manage risks of operating in the diverse agricultural sector. To learn more about this SRMEC funded project visit this link: [Economic and Legal Considerations for Hemp Production in Texas](#).

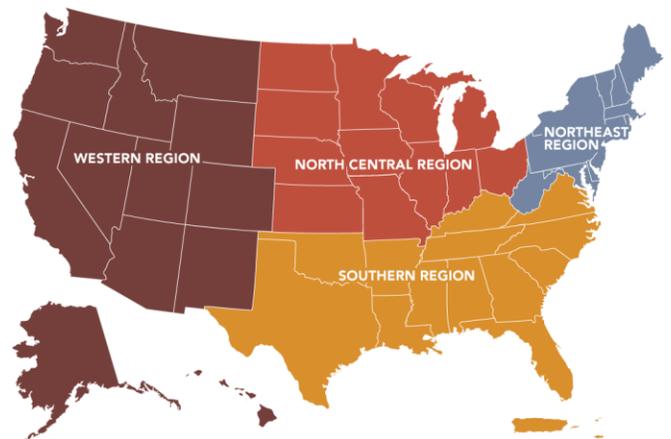


“Educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.”

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

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

Extension Risk Management Education has funded innovative education projects that have generated tangible results for agricultural producers in 56 US states and territories. Beginning in 2020, the Centers initiated a new funding opportunity for the delivery of risk management education to agricultural producers underserved by the Federal crop insurance program. Priorities for both of these programs include commitments to funding results, providing transparent accountability, and encouraging collaboration. The accomplishments of all funded projects are available for public viewing on the ERME website: <http://ExtensionRME.org>



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