

2025 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/>

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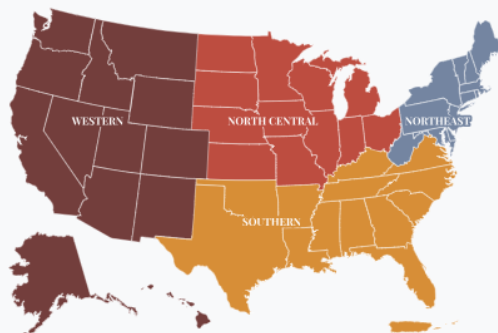
COMPLETED PROJECTS

ALL FUNDED PROJECTS

SUCCESS STORIES

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

North Central Center

University of
Nebraska – Lincoln
Extension

(402) 472-1742

www.ncerme.org

Northeast Center

University of
Delaware
Cooperative
Extension

www.nerme.org

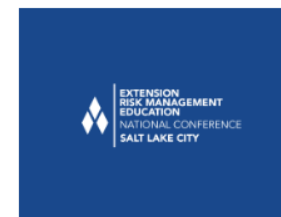
Southern Center

University of
Arkansas Division
of Agriculture

(501) 671-2165

srmecc.uada.edu

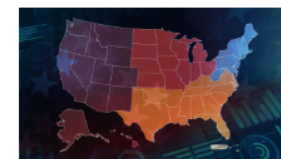
ERME Events & Activities



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

[Learn More](#)

ERME Infographic



2022

See how ERME continues to
help farmers manage risks to

What is Risk Management?

Extension Risk Management Education : Managing risk drives success

(extensionrme.org)

Extension Risk Management Education

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



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ERME Events & Activities



Extension Risk Management Education
2021 National Conference
Presentations Now Online

Watch

ERME Infographic



2020

See how ERME continues to help farmers manage risks to increase profitability

What is Risk Management?



DoubleTree by Hilton Nashville Downtown

April 1-3, 2025

315 Fourth Avenue North, Nashville, TN 37219

2025 ERME National Conference
April 1 – 3, 2025



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

- [2025 RFA Now Available](#)
- [2024 Annual Report Available Now](#)
- [TAPN Funding Opportunity Announced](#)
- [Biram Named Associate Center Director](#)
- [2024 RFA is now CLOSED](#)
- [SRMEC Annual Report Now Available](#)
- [Fields named associate director of Southern Risk Management Education Center](#)

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

Federal Partnerships

SRMEC leads cooperative agreements with USDA's Farm Service Agency and Risk Management Agency (RMA) providing national and regional leadership to support outreach to farmers and ranchers leveraging Land-Grants:

- Agricultural Finance, Tax & Asset Protection:

<https://agftap.org/>

- New RFA call **Distressed Borrowers Assistance Network (DBAN)** will be announced later this month.
- Technical Assistance Provider Network (TAPN) set to launch. FSA farm loan resources & TA.
- Risk Navigator Program (Pilot): a project that uses a cohort of 5 navigators operating across the Southern region aligned RMA regional offices.

AgFTAP

Agricultural Finance, Tax & Asset Protection



Program seeks to enhance farmer and rancher ability to understand and navigate the farm business tax and asset protection decisions for their operations, as well as the important relationships between federal income taxes and USDA farm programs.

**STRENGTHENING NETWORKS &
EDUCATING AGRICULTURAL
PRODUCERS**



SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION

Empowering Producers to Manage Risks



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.

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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.

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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.

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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.

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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.

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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

(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

(501) 671-2094

2024 RFA

- Announced **Sept. 15th, 2024**
- 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. 14th**



Introduction to Risk Management

Understanding Agricultural Risks:

////// PRODUCTION //////////

////// MARKETING //////////

////// FINANCIAL //////////

////// LEGAL //////////

////// HUMAN //////////

Second Edition, 2013¹

BY

*Laurence Crane, Gene Gantz,
Steve Isaacs, Doug Jose,
Rod Sharp²*

PUBLISHED BY

*Extension Risk
Management Education
and Risk Management Agency*

WITH FUNDING BY

*United States Department
of Agriculture*



Source of Risk	Aspirational Goals
Production Risk – 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.	Enhance understanding of yield variability, insurance products, technology, diversification and management systems to control costs and improve farm or ranch income.
Marketing Risk – 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.	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.
Financial Risk – 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.	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.
Legal Risk – 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.	Cultivate farmer and rancher ability to address business organization, contracts, regulatory policies and liability issues to manage businesses' legal risk exposure.



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 Priorities

Each project should have a plan:

- capturing measurable qualitative and quantitative economic effects
- behavioral changes related to risk management.
- detailed evaluation plans that capture higher level producer impacts (i.e. implement versus understand across the ERME spectrum of producer actions) are ranked relatively higher.

Proposed Results & Producer Actions

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

1. UnderstandKnowledge
Short Term
2. DevelopActions
Intermediate
3. ImplementConditions
Long Term

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"> ✓ Direct measure ✓ Indirect measure <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"> ✓ Observation (draft business plan, permit; application) ✓ Peer assessment of product or skill ✓ Self-assessment of a product or skill ✓ Photos, screen capture, video (before/after) ✓ Questionnaire/survey ✓ Interview (individual, group) ✓ Submitted/approved document (application, permit, report) ✓ Test ✓ Testimonial ✓ Logs, records ✓ Other
Time of measurement	
<ul style="list-style-type: none"> ✓ Before participant learning session(s) ✓ During participant learning session(s) ✓ After participant learning session(s) 	

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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Education Center
University of Arkansas**

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