



**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

## Southern ERME Center funds educational projects in 5 Risk Areas

SRMEC has funded 849 projects addressing 5 key risk areas across 15 states and territories throughout the Southern region.



**PRODUCTION  
RISK**

**194**

Projects taught the economic risk of adopting new technologies



**MARKETING  
RISK**

**190**

Projects explored the use of marketing plans to take advantage of pricing opportunities



**FINANCIAL  
RISK**

**241**

Projects examined the development of a business plan to help their farm businesses be more successful



**LEGAL  
RISK**

**125**

Projects highlighted food safety to assure they are providing a quality product



**HUMAN  
RISK**

**99**

Projects sought to develop a transition plan to help keep the next generation on the farm



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

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RESEARCH & EXTENSION  
University of Arkansas System



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# EMPOWERING PRODUCERS TO MANAGE RISKS

The Southern Risk Management Education Center (SRMEC) was established at the University of Arkansas Division of Agriculture in 2009

**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.**



**PRODUCTION:** Enhance understanding of yield variability, insurance products, technology, diversification and management systems to control costs and improve farm or ranch income.



**MARKETING:** 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.



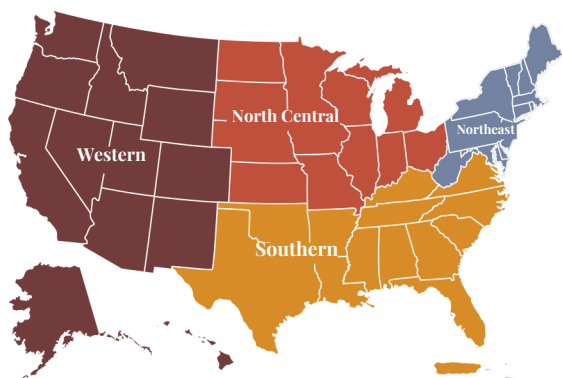
**FINANCE:** Grow farmer and rancher capacity to address strategic business planning, production cost management, recordkeeping analysis, asset management, and financial planning to enhance cash flow, profitability and financial performance.



**LEGAL:** Cultivate farmer and rancher ability to address business organization, contracts, regulatory policies and liability issues to manage businesses' legal risk exposure.



**HUMAN:** Develop farmer and rancher understanding of employee recruitment, retention and management; internal and external business communication; and farm safety systems to improve worker performance and safety.



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Pursuant to 7 CFR § 15.3, the University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services (including employment) without regard to race, color, sex, national origin, religion, age, disability, marital or veteran status, genetic information, sexual preference, pregnancy or any other legally protected status, and is an equal opportunity institution.

**194**

## Production Risk Projects Addressed:

- Agri-tourism
- Insurance products
- Product and enterprise diversification
- Transition to new production systems
- Water use decisions

**190**

## Marketing Risk Projects Addressed:

- Cash and futures pricing tools
- Marketing plans and strategies
- Analysis of market fundamentals
- Branded, certified, or identity preserved marketing
- Contract production
- Direct marketing

**241**

## Financial Risk Projects Addressed:

- Alternative energy investments
- Asset Management (leasing & renting)
- Cost of production & benchmarking
- Business & strategic planning
- Financial records analysis
- Value-added enterprises

**125**

## Legal Risk Projects Addressed:

- Contracts and leases
- Environmental regulations
- State and federal farm projects
- Personal and business liability
- Food safety liability
- Labor regulations

**99**

## Human Risk Projects Addressed:

- Health, stress, and well-being
- Labor supply, recruitment, and retention
- Transition and estate planning
- Interpersonal relationships Employee management

## Connect

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