

SUCCESS in

NORTH CAROLINA

Farmer Risk Management Rebound from COVID-19

Project Director: Charlie Jackson, Appalachian Sustainable Agriculture Project (ASAP)



“I wanted to say thank you for all of your help throughout the year. We have been able to pick up a number of customers through our collaboration with ASAP. I know we talked earlier in the year about us potentially doing a winter farmers market. We would like to start taking steps to make that happen...” - Farmer case study farm

Situation: “Farmer Risk Management Rebound from COVID-19” supported small, limited-resource, and beginning/new farmers to plan and implement marketing, financial, and production risk management strategies as they rebound from the disruptions caused by the pandemic. The project served Southern Appalachia/Western North Carolina (WNC) and conducted 18 production workshops, 4 farmer-to-farmer sessions, one full-day training, a grower-buyer meeting, and 130 one-on-one assessment/coaching sessions.

Outcomes: 215 participants gained the ability to tap into appropriately scaled wrap-around services to better manage marketing, production, and financial risks. Participants benefited from the range of training and technical assistance delivery models as well. High level training offered comprehensive risk management tools, strategies, and resources that moved beyond theory into real-world applications. Farmer-to-farmer learning provided local context, peer support, best practices, and lessons-learned across topics. One on one support across ASAP, AB-Tech Small Business Center, and NC Extension offered participants Individualized assistance across an array of risk management needs and resources.

Impacts: ASAP provided multiple consultations to a regenerative livestock producer in McDowell County, pertaining to expanding their customer base, connecting to market outlets, strategies for improving sales within current market outlet channels, launching agritourism offerings, and access to capital, among many other topics. This farm’s production practices, and their commitment to a regenerative and organic approach to animal husbandry, consequently results in a product that is often priced higher than what consumers identify as comparable products. In turn, for this farm, there is a greater need for consumer education and communication

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of values to properly highlight the differential qualities of their product.

In pursuit of this identified strategy, this farm has engaged several ASAP programs at the recommendation of ASAP staff. The farm applied for and received funding for ASAP's Appalachian Grown Cost Share which provides 75% reimbursement for custom marketing and packaging projects. Through the use of this program, the farm was able to develop a rack card to communicate their farm's values when they are unable to have a physical presence at point of sale, and are currently working on creating a video of their farm and production practices in which they can share with current and potential buyers/supporters.

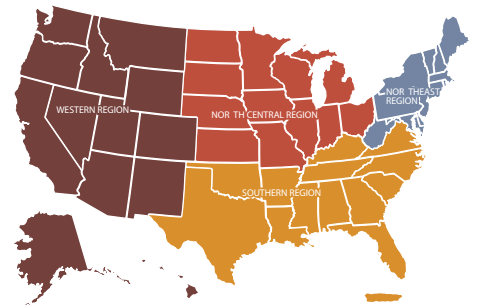
SUCCESS in EVERY STATE

Extension Risk Management Education

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 our website: ExtensionRME.org



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