

**SUCCESS** in

# **SOUTH CAROLINA**

## **Implementing Risk Management Marketing Plans for Socially Disadvantaged Farmers and Ranchers Underserved by Crop Insurance in South Carolina**

Project Director: Laurence Crane—National Crop Insurance Services, Inc.



*“These workshops have been very gratifying and beneficial to my understanding of how marketing works. I look forward to additional training in agriculture business management so that I can take advantage of my entire five acres for production purposes.”*

**Situation:** A beginning female farmer from Sumter County, SC with four years of limited experience in growing sweet potatoes attended the workshops with her husband. They have five acres of land, but only use a ¼ acre for sweet potatoes production. She adds value by baking and selling her Sweet Potatoes Pies.

Moving beyond knowledge transfer to long-term behavioral change, participants must be: 1) actively engaged, 2) shown through demonstration, 3) given opportunity to practice themselves, 4) motivated by seeing desired results, 5) held accountable by requiring them to report implementation metrics, and 6) supported and encouraged throughout, from conception through implementation.

This project followed this learning model, effectively incorporating these elements of success, leading to skills learned, actions accomplished and behavior changed. Individual farms are the foundational building blocks of the agricultural sector. Strong, resilient, well managed farms strengthen society’s ability to have a reliable, abundant, healthy, and affordable food supply.

**Outcomes:** The Risk Management and Marketing Workshops gave her the opportunity to understand marketing principles and how the elements of the marketing mix are used to create an effective marketing plan. As a result, she learned to market her product on social media networks. This in turn allowed her to sell her product to local grocery stores, beauty salons, barbershops, and at community events.

**Impacts:** This producer has been able to increase her profit three-fold because of the knowledge gained in attending these workshops. She now has the market demand to enable her to increase

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her production from ¼ acre to a ½ acre and looks forward to increasing her profit margin in the coming months by reducing her breakeven cost.

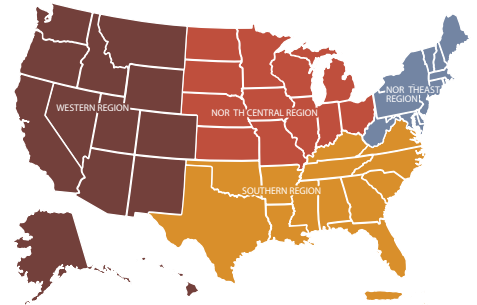
# SUCCESS in EVERY STATE

## 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](http://ExtensionRME.org)



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