



Ohio

Assessing grain marketing risk and implementing a marketing plan for grain producers in Ohio

As grain profit margins have decreased in recent years, grain producers and lenders alike have shown increased interest in developing risk mitigation practices. In 2019, **Ohio State University Extension** delivered multi-session workshops designed to share valuable risk management tools with farmers across western Ohio.

Workshops were conducted in five counties – Henry, Paulding, Miami, Champaign and Fayette. Two online webinars were also offered, and remain available online for grain producers to view at their convenience. With the workshops and webinars, Ohio State University Extension sought to collaborate with grain producers across the farming spectrum, including beginning, minority and traditional farmers. Fifty-four producers participated in the project.

In surveys conducted after the workshops, participants said that developing a better understanding of the breakeven cost of production, learning how that drives marketing decisions, exploring different marketing tools and writing grain marketing plans were among the important concepts learned. Program participants took part in interactive projects designed to drive home those key lessons, including a grain marketing dice game. The game illustrated how market outlook varies over a crop

year, with the dice rolls dictating how weather can change and how that affects crop yield and the price of grain.

Of the 54 participants who attended the workshops, 23% were female farm managers, and many of the 54 participants reported that this was the first OSU Extension workshop they had attended. The workshops led nine participants to develop marketing plans after attending the workshop, and five of the participants said in survey responses that they had implanted the plan already. During the workshops, many of the producers disclosed the costs of their productions, which helped producers not only develop a fuller understanding of their actual costs to producing grain, but also discover areas in which they could reduce costs.

One attendee at the Miami County workshop, a part-time farmer, told the speakers that he enjoyed the class and was introduced to new information that he could utilize in his farm business. Many felt similar, according to survey results. Nearly 70% of post-program respondents said they would try to use a new marketing tool on a portion of their grain.



In a six-month follow-up survey, 52.9% of respondents said they had developed a marketing plan since the workshops took place.

-Project Director





**EXTENSION
RISK
MANAGEMENT
EDUCATION**



United States
Department of
Agriculture

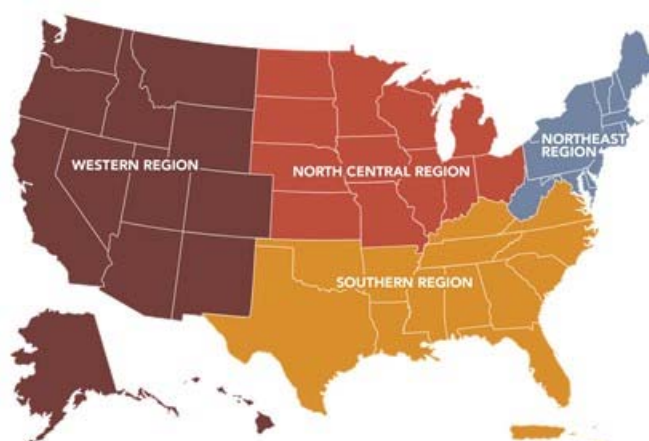
National Institute
of Food and
Agriculture

“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 programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



ERME REGIONAL CENTERS



**NORTH CENTRAL
EXTENSION
RISK
MANAGEMENT
EDUCATION**

University of Nebraska
Dept. of Agricultural Economics
303 Filley Hall
Lincoln, NE
68583-0922

(402) 472-1742
NCERME.org



**NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION**

University of Delaware
Dept. of Applied Economics
and Statistics
112 Townsend Hall
Newark, DE
19716-2130

(302) 831-6540
NERME.org



**SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION**

2301 South University Ave.
Little Rock, AR
72204

(501) 671-2165
SRMEC.uark.edu



**WESTERN
EXTENSION
RISK
MANAGEMENT
EDUCATION**

222 N. Havana St.
Spokane Valley, WA
99202

(509) 477-2168
WESTRME.wsu.edu



EXTENSIONRME.org

