



South Dakota

Implementation of risk management strategies by beginning beef producers: A comprehensive approach

Ranchers and farmers who are beginning their beef production careers enter a complicated and changing market. **South Dakota State University Extension** delivered a comprehensive program in 2018-2019 to introduce beef producers to challenges they will face in the industry, and ways to manage them.

Through a series of webinars and three interactive workshops held across South Dakota, participants learned how to develop livestock and crop marketing plans, business plans and financial analysis of their cow/calf operations. They were presented with two case studies featuring fellow beef producers who spoke openly about their operations. Several participants said those meetings led them to consider a variety of changes to their operations, ranging from collecting genetic data on bulls and heifers to finding funding for water tanks and wind breaks.

The intensive, 18-month program received a 100% great-to-excellent satisfaction rating from its 26 participants who completed it. One reason for its success was an incentive. Participants who completed at least 85% of the activities qualified for a production trip to feedlots and processing facilities in Kansas, Colorado and Nebraska. The program not only influenced the marketing and business strategies on one participant's ranch, but also led him to partner with another producer to share trucking and pen space at the feedlot he visited in Kansas. "It was a win-win for both parties to share expenses and create a new opportunity," the project director reported.

The production trip was one of four keys to success for the participants. Credit was also given to the "passionate, successful" ranchers who led the case studies, a balanced curriculum and a project format that did not require excessive travel. It led to not only a positive rating from participants for the program, but also significant increases in risk management knowledge in the following areas: production (65% increase), financial (62%), marketing (38%) and human risk (58%).



"I think as markets, regulations and the economy continue to increase in complexity, we are going to have to focus more on how each decision impacts our bottom line." – Project Participant





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United States
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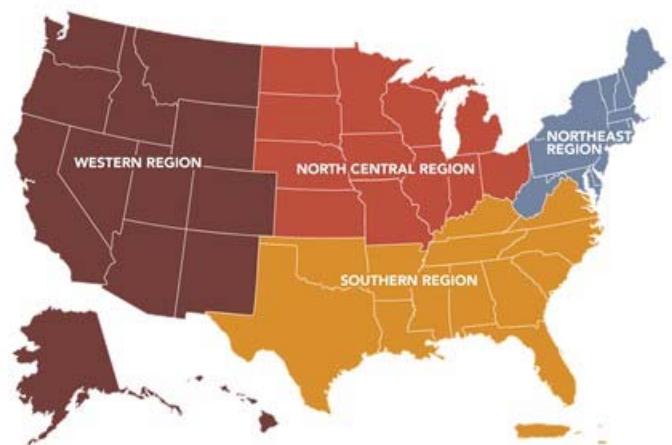
National Institute
of Food and
Agriculture

“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



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