



Newsletter for Western Agricultural Educators

Volume 3 Number 2

Serving Farmers and Ranchers Through Targeted Risk Management Education

August 2012

Trade Adjustment Assistance for Farmers



Trade Adjustment Assistance for Farmers program (TAA) is a national program administered in part by the four Regional Extension Risk Management Education Centers under the leadership of Bob Craven and the Center for Farm Financial Management team at the University of Minnesota. Technical assistance in the way of business planning training and cash benefits help agricultural producers and fishermen who have been adversely affected by import competition. Commodities are first approved by the USDA Foreign Ag Service before producers qualify for program benefits. Intensive training is then provided on their approved commodity which includes developing an initial business plan, followed by the completion of a long term business plan with support from business planning consultants.

The Western Center has worked in conjunction with the TAA Team to coordinate the involvement and training of 32 business planning consultants who, in turn, have coached more than 1200 TAA participants in numerous states in the West and in Texas and North Carolina. As a result, over 900 farmers have completed long term plans. Consultants were drawn from a diverse group of business professionals, including bankers and Extension specialists.

Norman Schuchman, a business consultant from Foley, Alabama, worked with approximately 40 shrimpers in SW Texas. He is a strong advocate for personal plans and has this to say about the program: *"As consultants we need to understand these producers on a personal level and be able to gain their trust. The program is about helping producers to not only look forward to the future of their business, but also*

to understand the effect this process will have on their family." Schuchman continues, *"As an applicant, a producer needs to be willing to reinvent himself. He/she needs to learn other skills which can provide more opportunities and different avenues to make a living."*

Dennis Fiess, a retired Extension Specialist from Spokane, Washington, worked with 72 producers including Washington asparagus producers, North Carolina shrimpers, Alaskan shrimpers and Maine blueberry producers. Fiess shares, *"These producers knew their business and most of them knew what they wanted to do, but they were intimidated by the process."* Fiess continues, *"By sitting down and getting to know each producer and hearing their goals for their business, I was able to help them work through the process so they could complete their plans."*



For more information on TAA visit:
www.taafarmers.org.

One hundred sixty consultants were trained nationally to coach applicants through the business planning process. As of June 2012: 1,886 applicants are working on either their intensive training or their Initial Business Plan; 1,978 are in the process of working on a Long Term Business Plan and 5,732 have completed a Long Term Business Plan.

2012 Extension Risk Management Education Awards

Congratulations to the organizations who competed for and received an Extension Risk Management Education grant for projects which will be delivered in 2012-2013. Please see the second page for a listing of award recipients.

2012 Funded Projects

Organization	Project Title	Funds Requested
University of California-Davis Department of Agriculture and Resource Economics	Agritourism Intensive: Managing the Risks of Agritourism as an Income Diversification Strategy in California	\$49,761
Idaho Barley Commission	Barley Risk Management Education Project- Phase V	\$28,000
Colorado State University Extension	Designing Equitable Leases in Today's Uncertain and Changing Agricultural Economy	\$44,556
Pacific Coast Farmers Market Association, CA	Direct Marketing Strategy Workshops for Farmers	\$45,000
California Wool Growers Association	Farm to Table: A Workshop for Producers on the Regulations, Processing and Marketing of Meat Products	\$20,000
Snow College, UT	Farm/Ranch Strategic Planning- Based on Financial and Benchmarking of Past Years' Farm Data- for South Central Utah Beginning Farmers and Ranchers	\$49,155
University of Arizona Agriculture and Resource Economics	Hopi Reservation Low-Stress Livestock Management and Ranching Safety	\$11,456
Washington State University Extension	Identifying and Managing Risk in Livestock Finishing- Direct Market Meat Enterprises	\$49,697
Washington State University Extension	Low-Stress Cattle Handling Training: Identifying and Managing Risk In The Work Force and Cattle Herd	\$28,683
University of Arizona, V Bar V Ranch	Managing Risk for Ranchers Grazing Public Rangelands: A Collaborative Monitoring and Training System.	\$41,173
Community Alliance with Family Farmers, CA	Marketing Risk Management for Small & Mid-Sized Farmers in Northern California	\$46,156
Washington State University Extension	Micro-Dairy Development Program	\$20,173
University of Arizona Cooperative Extension-Shiprock, NM	Native Rancher Shortcourse	\$35,784
University of Arizona Cooperative Extension-Shiprock, NM	Navajo Traditional Foods Preparation Methods for Value Added Products	\$35,910
Ag Ventures NW, LLC, WA	Risk Management Education for Eastern Washington Grain Farmers	\$50,000
California Farmlink	Seeds of Success: Farm Financial Management Education Program	\$49,781
Southwest Grassfed Livestock Alliance, NM	Whole Ranch Planning Series	\$32,520
University of Wyoming	Wyoming Master Cattleman - Ranch Management Institute	\$21,000

STAKEHOLDER INPUT: We invite your input for consideration in the next RFA for the Extension Risk Management Education Competitive Grants Program. Please [click here](#) to submit your comments.

The Washington State University Western Center for Risk Management Education is one of five USDA NIFA Extension Risk Management Education Centers serving agricultural producers through targeted risk management education. The Western Center partners with state university Extension educators and public and private sector partners in the west, providing tools and training to support producers in establishing long-term risk management strategies that will strengthen the economic viability of their farm and ranch enterprises. The Western Center is housed within the Washington State University College of Agricultural, Human and Natural Resource Sciences Extension School of Economic Sciences.



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