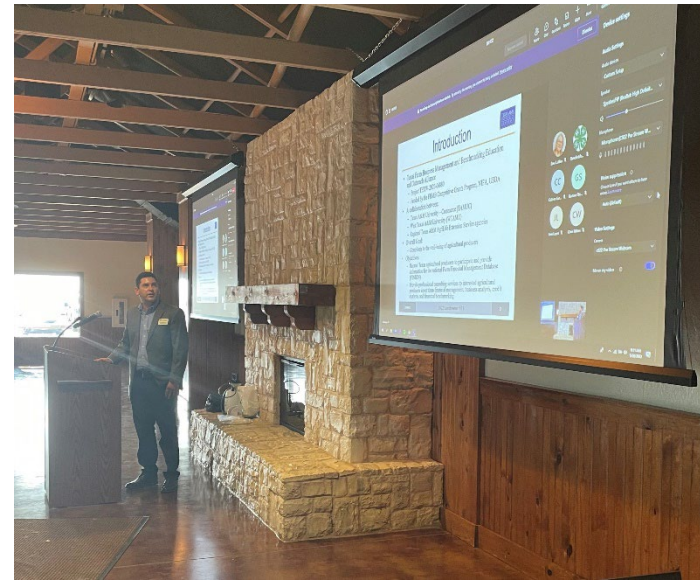




Farm Business Management and Benchmarking: Learning Experiences

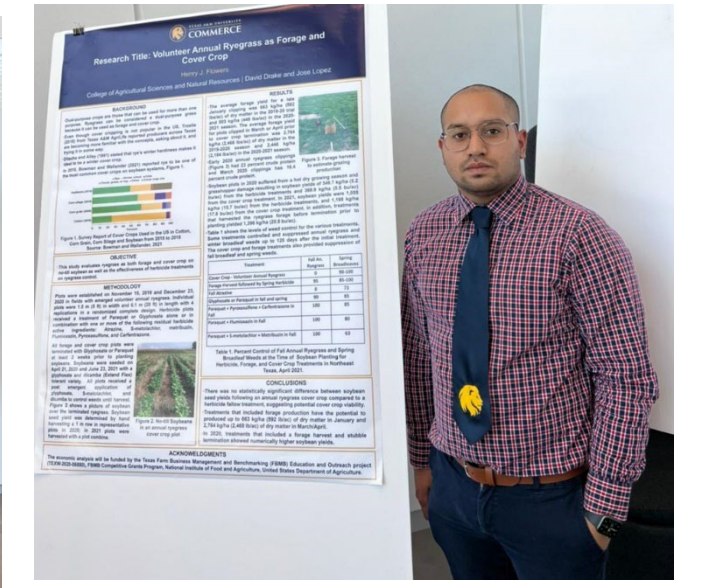
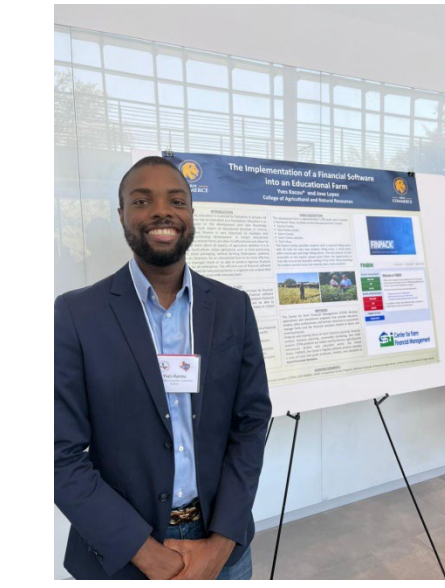
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Multicounty Landowner 101 Workshop Series hosted by Collin County Texas A&M AgriLife Extension in McKinney on May 20, 2022.



Wheat Field Day hosted by Texas A&M AgriLife Extension in Greenville on May 4, 2022.



2022 ACT-TJCAA Conference at Abilene Christian University in Abilene on Apr. 14, 2022.



Northeast Texas Cattlemen's Conference hosted by Rains County Texas A&M AgriLife Extension, in Quitman on Jan. 26, 2022.



Ag Technology Conference hosted by Texas A&M AgriLife Extension, Texas A&M University-Commerce, Cereal Crops Research Incorporated and the Agribusiness Industry in Commerce on Dec. 9, 2021.



Private Application Training hosted by Hopkins County Texas A&M AgriLife Extension Service at the Civic Center in Sulphur Springs on Nov. 3, 2021.



Ag Day Football Game at Texas A&M University-Commerce on Oct. 9, 2021.



Beef Day hosted by Hopkins County Texas A&M AgriLife Extension Service in Sulphur Spring on Oct. 2, 2021.



Producer Field Day hosted by Hopkins County Texas A&M AgriLife Extension Service in Sulphur Bluff on Oct. 1, 2021.



Landowner Workshop Series hosted by Collin County Texas A&M AgriLife Extension in McKinney on May 28, 2021.



Landowner Workshop Series hosted by Collin County Texas A&M AgriLife Extension in McKinney on Jun. 25, Jul. 23, and Aug. 27, 2021.



Vegetable Production and Marketing Program hosted by Hunt County Texas A&M AgriLife Extension and Natural Conservation Service (NRCS) in Greenville on Apr. 30, 2021.



Northeast Texas Beef Improvement Organization (NETBIO) Anniversary Sale and Annual Meeting at Sulphur Springs Livestock in Sulphur Springs on Nov. 18, 2020.

LEARNING EXPERIENCES

- Continuous presence at producer conferences and community events; and collaboration with ag producers, agribusinesses, regional Extension Service agencies, Farm Service Agencies, credit institutions, and similar outreach programs.
- Strong and long-standing relationships with potential participants facilitates recruitment.
- Communication through social media, emails, and phone calls is limited. Our recruiting efforts indicate response rates of 12.86% via email and 8% via phone calls.
- Ag producers are sensitive about their financial information.

GOAL

The overall goal of this project is to contribute to the well-being of agricultural producers by providing them with the knowledge, skills, and tools to conduct financial benchmarking and increase their profitability and competitiveness.

ACKNOWLEDGEMENT

The Texas FBMB Education and Outreach project (TEXW-2020-06880) was funded by the FBMB Competitive Grants Program, National Institute of Food and Agriculture, United States Department of Agriculture.