



Outreaching and Recruiting Agricultural Producers through Professionally Networking

Kelley L. Smith, and Jose A. Lopez
College of Agricultural Sciences and Natural Resources, Commerce, TX
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INTRODUCTION

Texas is a prominent contributor in the agricultural industry, and it is important that agricultural producers have a strong financial glimpse into their operation. This federal project is designed to introduce producers and participants to a financial management system that allows them to view their operation from a numbers standpoint. Meeting face to face with the producers through professional networking and presenting the project has created awareness of this financial resource. The project aims to increase producer participation and software use. The software will not only provide financial data to the producer but will also help them when it comes to decision making from a cost and profit perspective. Informed decisions using data helps producers seek their full potential as a business and become efficient and effective in the goals of the agricultural industry. This poster summarizes our in-person recruiting experiences in collaboration with Texas A&M AgriLife Extension.

OBJECTIVE

To educate Texas farmers and ranchers about the financial resources available through this project and to assist them in enhancing their operations financial standing. The Texas Farm Business Management Benchmarking (TFBM) Project utilizes a software and database to give participants an idea as to how they compare to other operations with similar size and commodities.

PRESENTATIONS AND PROMOTION EVENTS

Recruiting Through Community Involvement

The project team accompanied by a couple community members facilitated a learning experience at our local town event known as Beef Day in Hopkins County. Hopkins County is home to many cattle producers and industry partners, therefore this annual event is held to promote and support the beef and cattle industry. While at the event, we conversed with many producers and citizens within the community about the importance of beef and as well as in promoted the Financial benchmarking initiative.



Recruiting at Educational Events

With the help of extension agents in our surrounding area, we have been able to attend educational events for farmers and ranches where we facilitated a booth. At which, we encountered many prospective participants and conveyed to them the importance and meaning behind financial benchmarking



RECRUITMENT IN ACTION

Throughout the entire project our highest priority has been to outreach and network. We have been honored to attend many informal events that also helped us relate and interact with producers, and also help us attain credibility with them as far as sharing experiences and personal backgrounds. We saw a better attention rate at informational events than at formal meetings and presentations.



The photo below exemplifies the intrapersonal efforts when interacting with industry participants. Connections made at informational events lead to greater networking opportunities.



CONCLUSIONS

- The A&M-Commerce TFBM team in conjunction with USDA and Texas A&M AgriLife Extension Service strive to enhance financial agriculture development in Texas.
- Updated information in the FINBIN database provides more accurate data to U.S farmers and ranchers who desire to benchmark their finances.
- It is important to promote benchmarking and teach farmers about FINPACK software and FINBIN database.

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