

# **Nevada's Agricultural and Natural Resources Outreach Programming: Participant Impact Assessment Results**

**Technical Report UCED 2009/10-15**

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## **Introduction and Program Overview**

During February/March of 2010, four surveys were administered to agriculture producers and agribusiness professionals in Nevada who had previously participated or were currently participating in outreach programming provided by the University of Nevada Cooperative Extension (UNCE) and College of Agriculture, Biotechnology, and Natural Resources (CABNR) faculty. The surveys were administered during the 2010 Cattlemen's Update, were included with workshop materials, and were mailed to a list of over 1,900 agriculture producers and agribusiness professionals in Nevada. The focus of the surveys was to determine the impacts of UNCE/CABNR programming on producers and professionals who had attended the Beef Quality Assurance, Cattlemen's Update, Risk Management Education for Sustainable Agriculture, and general agriculture and natural resource programs in the past. This publication provides an overview of the different programs and highlights the types of programs preferred by producers in Nevada, as well as the benefits Nevada's agriculture producers and professionals have received as a result of attending or participating in UNCE/CABNR programming.

### **Beef Quality Assurance**

The Beef Quality Assurance (BQA) program, a national initiative, is dedicated to teaching beef producers safety and quality assurance practices in all aspects of their production. The BQA program's mission is to maximize consumer confidence in beef by focusing the industry's attention on beef quality assurance through the use of science, research and education initiatives. Since 2000, UNCE/CABNR has taught safety and quality assurance practices to more than 600 Nevada beef producers in workshops, during conventions, via distance education and chute-side on ranches. More than 400 ranchers have become BQA-certified. UNCE/CABNR specialists use a 44-page Nevada-based BQA reference book, computer technology and an informational NCBA-produced CD to teach BQA principles. Participants work closely with veterinarians, scientists and other specialists to keep cattle healthy, as a result improving overall quality and consumer confidence. There were a total of 79 respondents to this survey, representing approximately 13% of the total participants in BQA programs since 2000.

### **Cattlemen's Update**

The Cattlemen's Update (CU) program is an annual program held in no fewer than five locations each year. Topics for CU programs in the last five years included premise and electronic identification, alternative marketing, culling strategies, expected progeny differences, genetic

selection, nutrition, cattle handling, disease risk management, production goals, the role of ethanol in the beef industry, and question and answer sessions on topics of local relevancy with a local veterinarian. Each year at least 380 producers and agribusiness professionals attended the CU program, with an average attendance of 420. There were a total of 105 respondents to this survey, representing approximately 25% of the average annual attendance.

### **Agriculture and Natural Resource Programs**

The Agriculture and Natural Resource Programs (ANRP) were a series of programs, some held annually, some held on a one-time basis, by UNCE/CABNR educators on various topics related to Nevada agriculture. This includes the BQA, CU, and RME programs outlined in this publication, as well as Live Animal to Carcass Evaluation, Nevada Range Management School, Economic Development workshops, Alternative Crop Production Strategies programs, a Crop Production workshop, and the ongoing programs Back to Basics, Extension Coffee Shop, the Master Gardener program, and 4-H programs. As some of these programs are self-paced online publications and some are ongoing, it is difficult to estimate the true number of participants. There were 334 respondents to the ANRP survey.

### **Risk Management Education for Sustainable Agriculture**

The Risk Management Education for Sustainable Agriculture (RME) program included 12 separate programs between 2004 and 2009. Topics of these programs have included general risk management strategies for Nevada's agriculture producers, estate and farm transition planning, human resource management, financial record keeping, niche and direct marketing, and livestock processing. The target audience for these programs has been small-scale agricultural producers, underserved populations (such as tribal farmers and ranchers), agricultural producers starting out and those who are preparing to retire, and producers who are interested in diversifying their operations through such mechanisms as alternative production methods (i.e. organic) and niche and direct marketing. A total of 494 agriculture producers and agribusiness professionals attended these programs from 2004 through 2009. There were 49 respondents to this survey, representing 10% of total attendants; however it should be noted that many producers attended more than one of these programs, so this figure may not be representative.

## Program Attendance and Resource Contact

Respondents to the Agriculture and Natural Resource Programs (ANRP) and Risk Management Education for Sustainable Agriculture (RME) survey were asked to specify which of the programs they had attended. The ANRP respondents were also asked to rate their level of contact with University of Nevada Cooperative Extension (UNCE) programs and materials, and to describe the UNCE programs and materials they had used or been in contact with in the past.

### Agriculture and Natural Resource Programs

Which of the following UNCE programs have you attended in past years?		
	Percent	Number
Cattlemen's Update	78%	224
Beef Quality Assurance	47%	135
Live Animal to Carcass Evaluation	25%	71
Risk Management Education Workshops	23%	76
Nevada Range Management School	23%	66
Economic Development Workshops	10%	28
Alternative Crop Production Strategies	10%	28
Back to Basics/Extension Coffee Shop	3%	9
Crop Production Workshops (Lincoln Co.)	3%	8
Master Gardener	1%	4
4-H programs	1%	2

Rate your level of contact with UNCE programs/materials:		
	Percent	Number
Daily/Weekly	23%	75
Monthly	27%	91
Yearly	24%	81
Seldom/Never	23%	78

Which of the following UNCE resources have you used in the past?		
	Percent	Number
Personal contact with UNCE Faculty	67%	187
UNCE publications in print	63%	177
"Back to Basics" articles	57%	160
Extension Coffee Shop	48%	135
Cost and Return Studies for Nevada Crop/Livestock Operations	34%	94
UNCE publications on the Web	28%	77
Southern Nevada Gardening and Fruit Newsletters	4%	11
Other	1%	2

The respondents to the ANRP survey had attended a variety of UNCE programs in past years, with the greatest percentage attending Cattlemen's Update. The cattle and beef production programs were the most popular, with Cattlemen's Update, BQA, Live Animal to Carcass Evaluation, and Range Management School being the most highly-attended. As cattle and calf

operations are Nevada’s largest agricultural industry, these results make sense and highlight the importance of continuing such programs. The general Risk Management Education workshops were also highly attended, as were the Economic Development workshops, indicating the importance of risk management and economic development education for producers. The Alternative Crop Production Strategies workshops and Crop Production workshops were also well-attended, which shows that the growing crop industry in Nevada is interested in effective educational programming.

The respondents were asked to describe their level of contact with UNCE programs and materials, and 50% of survey respondents said they had contact with UNCE on at least a monthly basis, with a full 23% saying their contact was either daily or weekly. This shows how important UNCE staff and programs are to Nevada’s agricultural producers. Respondents were asked to provide more information about the types of UNCE resources they had used in the past, and 67% said they had had personal contact with UNCE faculty. Print publications and the “Back to Basics” magazine article were also widely used. The subscription e-mail forum Extension Coffee Shop was used by nearly half of respondents, and 28% said they had viewed UNCE publications on the web, indicating that the Internet is an effective and popular outreach device that programming can attempt to address in the future.

### **Risk Management Education for Sustainable Agriculture Programs**

Which of the following risk management workshops have you attended?	Number Attended	Survey Respondents	Percentage Responded
Farm & Ranch Financial Records 2008	5	3	60%
General Risk Management Education Workshop 2005	36	19	53%
Estate & Farm Transition Planning 2006	21	8	38%
Agribusiness Risk Management in Economic Downturns 2009	50	11	22%
Human Resource Management 2006	15	3	20%
Agricultural Labor Management Ranch Labor 2008	25	4	16%
Niche Livestock Marketing 2008	25	4	16%
Tribal Budgeting & Record Keeping 2009	67	9	13%
Local Meat Processing Prospects Workshop 2007	45	6	13%
Agritourism Symposium 2007	60	6	10%
Estate & Farm Transition Planning 2007	30	3	10%
Nevada Grown Connections Conference 2006	120	8	7%

Respondents to the RME survey were asked which programs they had attended in the past. The above table is ordered by the percentage of survey respondents who had attended each program. The Farm and Ranch Financial Records program held in 2008 had the greatest percentage of survey respondents at 60%, although this program was very small. The General Risk Management Education Workshop presented in 2005 had the highest number of survey respondents in terms of larger programs, with more than half of survey respondents having attended that program. Estate and Farm Transition Planning presented in 2006 was the next

most highly attended by survey respondents, followed by Agribusiness Risk Management in Economic Downturns (2009) and Human Resource Management (2006).

An important piece of information to point out from this table is that the two larger programs that had the greatest number of survey respondents in 2010 were programs from 2005 and 2006, four to five years prior to the survey. The fact that these program participants are still taking the time to respond to surveys after this length of time shows how important these producers found the programs at the time of attendance and how long lasting the effects of those programs have been. It is worth noting that the respondents to the survey had all attended at least one program and the greatest number of RME programs attended by a survey respondent was five, with an average of 1.7 programs attended per respondent.

Implications: Past attendance by respondents to the ANRP and RME surveys indicate a high level of interest in cattle production and marketing issues, which is expected given the high level of cattle operations in Nevada. The results of the above questions also indicate a clear interest in economic and marketing issues, as well as general risk management education. In addition to showing the interest in these programs among Nevada's agriculture producers and agribusiness professionals, these questions show that many respondents have frequent contact with UNCE/CABNR faculty and educators, and place value on UNCE publications. They also show that program attendants maintain an interest in past programs for several years, and that it is common to participate in various programs from year to year.





## Information Sharing, Preferred Programming, and Materials Application

### Information Sharing Beef Quality Assurance

Do you share with others what you've learned at BQA programs?		
	Percent	Number
Yes	99%	73
No	1%	1

With whom do you share information?		
	Percent	Number
Spouse/ Partner	62%	46
Neighbors	60%	44
Employees	54%	40
Children/ Family	49%	36
Friends/ Colleagues	4%	3
Clients/ Customers	3%	2
Students	3%	2
Other	1%	1

All but one respondent to the BQA survey said they share information learned at BQA programs with others. Nearly two-thirds of respondents said they share this information with their spouse or partner and neighbors, and about half of all respondents said they share the information with employees and their children or other family members. Smaller percentages shared the information with their friends and colleagues, clients and customers, students, and others.

### Cattlemen's Update

Do you share what you learned at the Update with others?		
	Percent	Number
Yes	100%	105
No	0%	0

With whom do you share this information?		
	Percent	Number
Spouse/Partner	53%	56
Neighbors	51%	54
Employees	48%	50
Friends/Colleagues	41%	43
Children/Family	32%	34
Clients/Customers	3%	3

Respondents to the CU survey were asked how often they shared information received at the Update with others, and all respondents said they shared the information with others. About half of respondents said they share Update information with their spouse or partner, their neighbors, and their employees. Large percentages of respondents shared the information with friends and colleagues and children or other family members. A smaller percentage shared the information with clients and customers.

## Risk Management Education for Sustainable Agriculture

Do you share what you learned at Risk Management Education workshops with others?		
	Percent	Number
Yes	100%	47
No	0%	0

Respondents to the RME survey were also asked whether they shared information from their programs with others, and all of the respondents said that they did (3 people did not answer the question). These respondents were not asked to elaborate as to whom they shared the information.

Implications: The responses to these questions are very important, as they show the relevance of the information presented at UNCE programming to Nevada’s agriculture producers and agribusiness professionals. With the exception of one respondent, every BQA, CU, and RME survey respondent said they share information from the program with others. While the greatest proportion of respondents to the BQA and CU surveys said they share this information with their spouse or partner, over half of both populations said they share information with their neighbors, and about half of each said they share information with their employees. This shows that the effects of UNCE programming reaches far beyond the participants themselves and has impacts on communities in addition to individuals.

## Preferred Programming and Information Delivery

### Beef Quality Assurance

Do you find the following types of information obtained at BQA programs useful?		
	Percent	Number
Self-satisfaction of learning how to produce a safer and wholesome product for the consumer	91%	71
Learning how to work more safely and quietly with cattle	90%	70
Printed material	72%	56

Respondents to the BQA survey were asked to describe types of information they felt were most valuable from the program. About 90% of respondents felt that the self-satisfaction they derived from learning how to produce a safer and more wholesome product and learning how to work more safely and quietly with cattle were of the most value to them. The printed materials were valued less than the other two items, but were still valued by the majority of the respondents.

## Cattlemen's Update

For me, the most useful information from Cattlemen's Update is:		
	Percent	Number
Formal presentations	97%	102
Producer Q&A	82%	86
Informal interaction with peers	68%	71
Printed information	55%	58

Respondents to the CU survey were asked to describe which parts of the program they prefer. Nearly all of the respondents said they prefer formal presentations, while a large proportion said they also value producer question and answer sessions. A smaller percentage said they value the informal interaction with their peers (i.e. networking), and printed materials were valued the least.

## Agriculture and Natural Resource Programs

How do you prefer to receive UNCE programs and other materials?		
	Percent	Number
Written hard copy (by mail)	62%	208
In-person (workshops)	48%	160
E-mail	40%	135
One-on-one (individual)	31%	102
Internet	27%	90

Respondents to the ANRP survey were asked how they prefer to receive UNCE programs and other materials. Receiving a written hard copy of materials in the mail was the most preferred method, while in-person workshops were the next most preferred, followed by e-mail, individual one-on-one meetings, and the Internet.

Implications: Although respondents to the ANRP survey valued hard copies of programs and materials, these were the least preferred types of information by respondents to both the BQA and CU surveys. This might be an indication that printed materials are specifically less valuable to livestock producers, and future programming should seek to find alternative methods of delivering materials to these producers. This issue is explored further in the following section.

## Proceedings and Materials Usage

### Cattlemen's Update

What do you usually do with the proceedings/printed materials?		
	Percent	Number
Never make it home, no value to me	41%	43
Keep and file the ones that affect me	28%	29
I save them all	23%	24
Forward on to someone who might benefit	2%	2

Respondents to the CU survey were asked what they usually do with the proceedings and printed materials from the program. Although 41% said that the materials are of no value to them and therefore never make it home, a large proportion of respondents said they keep and file the materials that they feel are relevant and save all of the materials, and a smaller percentage said they forward the materials on to someone else who might benefit.

**Risk Management Education for Sustainable Agriculture**

What do you usually do with the printed materials/binders you receive at the workshops?	Percent	Number
Keep and file the ones that affect me	64%	32
I save them all	28%	14
Forward on to someone who might benefit	6%	3
Never make it home, no value to me	0%	0

Respondents to the RME survey were also asked what they do with materials and binders received at workshops. The majority said they keep and file the materials they feel are relevant, while a large percentage said they save all of the materials and a smaller percentage said they forward them on to someone who might benefit. It should be noted that these respondents were also provided with the option to say that the materials were of no value to them and therefore didn't make it home with them; no respondents chose this option.

Implications: These results show that participants at these programs value the materials they are given and choose to either save them for future use or share them with others. While 41% of Cattlemen's Update respondents said the proceedings and materials are of no use to them, 100% of CU respondents said they share the information they learn at the Update with others, which shows that they do value the information received. It is likely that the respondents who don't keep the materials don't value printed materials as opposed to the actual information contained in them. Future programming may consider providing information on CDs or through interactive multimedia, and should consider placing more emphasis on using the Internet to reach these participants. As mentioned in the previous section, printed materials may be less valued by livestock producers (specifically cattle producers) than by other audiences and an effort may need to be made to reach these producers through alternative methods.

## Perceived Barriers to Program Attendance

### Cattlemen's Update

What prevents you from participating in more Cattlemen's Update programs?		
	Percent	Number
Some past programs/presenters have been a waste of time	34%	36
Distance & time commitment	11%	11
Too much of the same old stuff	7%	7
Subjects don't always interest me	3%	3
Registration fee	1%	1

Respondents to the CU survey were asked to describe any barriers that prevented them from participating in more Update programs. The most common response was that some of the programs and/or presenters in the past had been a waste of time. A much smaller percentage cited the distance and time commitment of attending. Smaller percentages said they didn't attend more programs because they were too much of the same information, the subjects weren't always interesting, and the registration fee.

### Agriculture and Natural Resource Programs

Please explain why you don't attend more UNCE programs:		
	Percent	Number
I don't have time to attend	39%	24
The value is less than the cost of attendance	28%	17
Program timing is not good	26%	16
Distance to program is too great	26%	16
Topics not appropriate	25%	15
I use other sources (consultant, etc.)	15%	9

Respondents to the ANRP survey were asked to explain why they didn't attend more UNCE workshops or programs. The most common response was that respondents didn't have time to attend, and smaller percentages cited that program timing is not good, and the distance to the program is too great. These are items to be considered when creating future programming. Perhaps some potential participants would be interested in online webinars, or in receiving a CD in the mail with a PowerPoint presentation they could view at their leisure. Future programs might also consider expanded compressed video services in the evening to reach the more rural producers.

Other respondents said that they didn't attend more programs because the value of attending was less than the cost and because the topics were not appropriate. Future programming could strive to address these issues through comprehensive program evaluations to determine program relevancy and interest, and through vigorous communication with constituents to determine areas of interest.

A smaller percentage of respondents said they did not attend more programs because they preferred to use other sources of information, such as a consultant. Future programming could seek to determine specifically what these other sources of information are and attempt to adapt the relevant portions to address this issue.

Implications: Timing and a lack of time to attend were the most common reasons CU and ANRP survey respondents cited as barriers to attending more programs. While less than half of CU respondents also cited issues with the relevancy of topics presented, this was not as much of an issue for ANRP respondents. This is an area that can be addressed by future CU programming by revisiting past program evaluations in an effort to determine which topics and/or presenters were viewed as less relevant or useful than others.

The issue of time may be addressed by exploring alternative methods of program delivery, such as webinars and interactive CDs. As 67% of ANRP respondents said they had used personal contact with UNCE faculty in the past, another avenue to consider in the future is voice over internet protocol (VOIP) programs, which allow users to complete phone calls over the Internet. Many of these programs can be downloaded for free and require only an Internet connection. Digital video can also be used to enhance the VOIP experience, and video cameras for computers (i.e. webcams) can be purchased for minimal cost. Producers could use this method to reach UNCE faculty, who could assist them in navigating through printed materials, or interactive materials on the computer.



## Benefits and Results of Program Participation

### Beef Quality Assurance

Attending the BQA program has:		
	Percent	Number
Helped improve the long-term sustainability of my farm/ranch	90%	70
Served as a professional development opportunity for me	86%	67
Served as a professional development opportunity for my employees	81%	63
Helped improve the quality of life on my operation	71%	55

Respondents to the BQA survey were asked to describe the benefits of attending the program. The most common response was that BQA had helped improve the long-term sustainability of the respondent's operation, followed by the program serving as a professional development opportunity for the respondent and the program serving as a professional development opportunity for the respondent's employees. A smaller but still substantial percentage of the respondents said that attending the BQA program had helped improve the quality of life on their operation.

### Cattlemen's Update

Compared to other sources of information, Cattlemen's Update is:		
	Percent	Number
Much more useful	88%	92
About the same	11%	11
Less useful	0%	0
Much less useful	0%	0

Respondents to the CU survey were asked to compare the usefulness of Update programs to other programs, and the majority considered the Update to be much more useful than other programs, while a smaller percentage considered it to be about the same. Not one respondent said it was less or much less useful than other programs.

I have changed the following areas of my operation due to my attendance at Cattlemen's Update programs:		
	Percent	Number
Health practices	91%	96
Animal handling	91%	95
Beef Quality Assurance	89%	93
Nutrition management	86%	90
Marketing practices	81%	85
Expected Progeny Differences	79%	83

CU survey respondents were asked to describe the areas of their operation they had changed due to attending Update programs. The majority of respondents said they had changed their

health practices, animal handling, beef quality assurance (BQA), and nutrition management. A slightly smaller but still substantial percentage said they had changed their marketing practices and expected progeny differences.

I participate in Cattlemen's Update programs because:		
	Percent	Number
Information benefits my operation	98%	103
Reliable source of information	97%	102
Information is usually relevant to my interests	97%	102
Helping improve profit	94%	99
I receive a "Red Book"	92%	96
Social benefit	55%	58

Respondents to the CU survey were asked to describe why they participate in Update programs, and nearly the entire population said they attended because the information presented benefits their operation, it is a reliable source of information, the information is usually relevant to their interests, it helps improve profit, and because they receive a “Red Book.” Slightly more than half of respondents said they attend for the social benefit.

### Agriculture and Natural Resource Programs

As a result of attending UNCE programs please specify where you agree with the following statements:		
	Percent	Number
I would recommend the programs I attended to others	71%	236
The value of attending programs is more than the cost of attendance	67%	224
My management/job skills have improved	60%	201
My operation is more economically viable	56%	187
Operations on my farm/ranch are more efficient	53%	178
The quality of my land and that used for grazing has been improved	49%	164
Environmental amenities on my land and those used for grazing have improved	43%	142
The quality of life on my farm/ranch has improved	41%	136
My family's goals are now easier to achieve	28%	95
Employee/employer relations are improved	27%	91

Respondents to the ANRP survey were asked to describe the benefits of attending the programs they had been to, and the largest percentage of respondents said they would recommend the programs to others, the value of attending outweighed the cost, and their management and/or job skills had improved. More than half of respondents said that their operation was more economically viable and that operations on their farm or ranch were more efficient, while just under half said that the quality of their land and grazing land had improved. About 40% of respondents said that environmental amenities on their land had improved and that their general quality of life had been improved. Slightly more than one-quarter of respondents said



that due to attending UNCE programs their family’s goals were easier to achieve and that employee/employer relations had been improved.

### Risk Management Education for Sustainable Agriculture

As a result of attending RME workshops:		
	Percent	Number
I have incorporated material presented at the workshop into my operation/job	86%	43
I would attend similar risk management programs in the future	76%	38
I would recommend the risk management workshop(s) I attended to others	66%	33
The value of attending the risk management workshops is more than the cost of attendance	58%	29
My management/job skills have improved	56%	28
I consider risk management to be a crucial part of today's agricultural operations	56%	28
I now use risk management techniques in my operation/job	52%	26
My farming/ranching operation is more economically viable	48%	24
Operations on my farm/ranch are more efficient	46%	23
The quality of life on my farm/ranch has improved	36%	18
Employee/employer relations have improved	34%	17
My family's goals are now easier to achieve	24%	12

Respondents to the RME survey were asked specific questions about how risk management techniques had affected their operations since attending a risk management workshop. The greatest percentage of respondents said that they had incorporated materials presented at the workshop into their operation or job. Large percentages also said that they would attend similar programs in the future, would recommend risk management programs to others, and that the value of attending the risk management workshops was greater than the cost. More than half of respondents said that their management and/or job skills had improved as a result of attending the workshops, consider risk management to be a critical part of contemporary agricultural operations, and have started using risk management techniques in their operation or job. Slightly less than half of respondents said that their farming or ranching operation was more economically viable as a result of attending RME workshops and that operations on their farm or ranch were more efficient. About a third of respondents said that their quality of life had improved and employee-employer relations had improved, while about a quarter of respondents said their family’s goals were easier to achieve since attending an RME workshop.

As a result of attending Risk Management Education seminars...		
	Percent	Number
I understand how crop/livestock/whole farm insurance is used in risk management	54%	27
I understand the features and types of risk addressed by existing crop/livestock/whole farm insurance products	52%	26
I am aware of the federal crop/livestock insurance closing dates	38%	19
I understand the record-keeping requirements of federal whole-farm insurance policies (AGR-Lite)	34%	17
I am aware of the crop/livestock/whole farm insurance agents in Nevada	34%	17
I use or will use Federal and/or private crop/livestock/whole farm insurance products	32%	16

Respondents to the RME survey were asked to describe how their understanding and use of crop and livestock insurance products had been affected by attending a RME workshop. More than half of respondents said that as a result of attending the RME workshop, they understood how crop, livestock, and whole farm insurance is used in risk management and that they understand the features of and types of risk addressed by crop, livestock, and whole farm insurance products. About a third of respondents said that as a result of their RME workshop, they were aware of insurance closing dates, that they understand the record-keeping requirements of AGR-Lite, that they are aware of the crop, livestock, and whole farm insurance agents in Nevada, and said they were already or would consider using Federal and/or private crop, livestock, and whole farm insurance products.

Implications: Attendance at the BQA, CU, ANRP, and RME programs and workshops has had clear and distinct benefits to Nevada’s agricultural producers and agribusiness professionals. These benefits have included, but are not limited to improved quality of life, increased economic viability of the farm or ranch, increased efficiency on the farm or ranch, improved management and job skills, improved sustainability of the farm or ranch, improvements of land quality, improved livestock handling, and enhanced employee-employer relations. Additionally, attendance at these programs has been viewed as a professional development opportunity for both employees and employers, and the majority of attendants said they would attend in the future and would recommend these programs to others.

## Conclusions and Recommendations

<b>Program Attendance and Interest</b>
Cattle production
Livestock marketing
General economic and marketing issues
Risk management education
Crop and alternative crop production

Respondents to the surveys indicated that they had attended and were therefore interested in topics relating to livestock production with an emphasis on cattle, livestock marketing, general economic and marketing issues, risk management education, and crop and alternative crop production. Although these issues have been addressed in the past, the field of agriculture is constantly evolving and new concepts are continually introduced. Future UNCE programming should continue to address these general topics.

<b>Information Sharing &amp; Delivery, Preferred Programming</b>
Most participants share the information from UNCE programs with others
Printed materials highly valued by some, less valued by others
<ul style="list-style-type: none"> <li>• Introduces opportunity for using other forms of delivery, such as the Internet (see Barriers)</li> </ul>
Formal presentations valued
<ul style="list-style-type: none"> <li>• Consider filming presentations in the future for distribution by CD or over the Internet</li> </ul>
Networking and producer Q&A valued
<ul style="list-style-type: none"> <li>• Consider organizing or encouraging formal networking events</li> </ul>
<ul style="list-style-type: none"> <li>• Could also be done using compressed video, VOIP</li> </ul>

The surveys showed that UNCE program attendants value the information they receive through UNCE workshops, programs, and materials, and that they share the information they receive through UNCE. It was determined that printed materials are highly valued by some attendants, but are less valued by others. Additionally, formal presentations and networking and producer question and answer sessions were valued by survey respondents. This provides an opportunity to explore alternative methods of reaching Nevada’s agriculture producers and agribusiness professionals, such as using the Internet to host online webinars that producers can view from home, and providing interactive materials on CDs to be mailed to interested parties, which could also include pre-filmed formal presentations. Additionally, UNCE could encourage the knowledge sharing producer’s value by organizing formal networking events to be held in communities, online in chat rooms, or over compressed video or VOIP.

<b>Barriers</b>
Time is the greatest barrier
<ul style="list-style-type: none"> <li>• Introduces opportunity to find new ways of delivering programs</li> <li>• Compressed video, webinars, interactive CDs, VOIP</li> </ul>
Relevancy of topics an issue for Cattlemen’s Update respondents
<ul style="list-style-type: none"> <li>• Revisit past evaluations to determine future areas for improvement</li> </ul>

Time was cited as the most common barrier to attending UNCE programs more frequently. This issue might also be addressed through alternative information sharing methods discussed above, such as webinars and VOIP. The relevancy of topics was an issue for CU respondents. As UNCE personnel continually review program evaluations to ensure that topics are timely and relevant, this suggests that it might be beneficial to revisit past evaluations to determine which topics and/or presenters were not as well-received with a focus group of producers present to ensure that their interests and preferences are made clear.

<b>Benefits &amp; Results</b>
Improved management/job skills
Farm/ranch operation more economically viable
Farm/ranch operation more efficient
Improved sustainability of farm/ranch
Quality of land improved
Enhanced employee-employer relations
Professional development opportunity for farm/ranch operators
Professional development opportunity for farm/ranch employees
Greater understanding of sources of risk
Increased understanding of how to mitigate risk through insurance plans
Health practices, nutrition management, animal handling
Better marketing practices
<b>Improved quality of life</b>

The survey responses provided conclusive evidence that agriculture producers and agribusiness professionals who have attended UNCE programs experience long-lasting benefits from these programs, as many of the respondents had attended programs as much as five years prior and were still interested in describing the benefits they had received. One such clear benefit of attending UNCE programs and of using UNCE resources and materials was improved farm and ranch operations through improved management and/or job skills, increased economic viability, more efficient operations, and both improved sustainability and increased quality of land. Farm and ranch operations were also positively impacted through enhanced employee-employer relations and by serving as a professional development opportunity for both employees and employers. Adherents to UNCE programming and personnel also experienced a greater understanding of the sources of risk on their agricultural operation and an increased

understanding of how insurance plans can be used to mitigate these sources of risk. Livestock operations were impacted by UNCE programs by providing attendants opportunities to adjust their health practice, nutrition management, and animal handling, and through better marketing practices. Finally, an extremely important impact of UNCE programming is the improved quality of life cited by many of Nevada’s agriculture producers and agribusiness professionals as a result of UNCE efforts.

