

# Agricultural Economics



## 2021 Impact At-A-Glance

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New Center for Agricultural Profitability (CAP) offers farm and ranch business management resources for decision-makers.

Guy Mills, a 5th-generation farmer in Ansley, is passionate about the well-being of agriculture and encourages young people to pursue careers in ag. He was part of a video series produced by the Center for Ag Profitability (CAP) to teach grain marketing in high schools. Mills advocates for more business knowledge in operations and has praised the Center for its management resources and programming for beginning farmers. “I would like to commend the Ag Econ department for expanding their efforts to increase the profitability of production agriculture, which will help the rural economy,” he said.

*“It is critical that producers have decision-making information that is current, research-based, specific and holistic. The Center will play a critical role in fulfilling that need.”*

- Mike Boehm, Vice Chancellor, IANR

# 112,000

page views at [cap.unl.edu](http://cap.unl.edu), for resources related to crops, livestock, finance, succession, ag policy and more.

# 3,900

“Nebraska FARMcast” podcast listens.

# 4,100

webinar viewers building their knowledge on important and emerging topics in ag management.

# Agricultural Economics



Nebraska agriculture is not just about producing more. It's about being profitable doing it. Thanks to Extension, Nebraska producers gain a realistic understanding of their actual cost of production by analyzing each enterprise in their operation in order to reduce input costs and make better-informed decisions. That knowledge helps producers leverage everything from decisions about marketing and risk management to crop and livestock insurance, from land prices to federal farm programs—even navigating the transition of an operation from one generation to the next. Nebraska Extension has had a positive financial impact on millions of acres of farm and ranch land in our state, helping ensure the sustainability of Nebraska agriculture by making it more profitable.

## Agricultural Economics 2021 Highlights

- Collaborated with College of Business to produce a report on the economic impact of dairy processing expansion in Nebraska.
- New website features 3-4 new articles and accompanying podcasts each week.
- Launched online Agricultural Budget Calculator tool and Nebraska Land Link program. Weekly webinars, started as a means of virtual outreach early in the pandemic, have become a core part of programming. Plus, over 100 workshops were delivered to thousands across Nebraska.

## Trusted Decision Making Resources

CAP is home to trusted decision-making resources such as:

- Nebraska Farm Real Estate Report
- Nebraska Farm Custom Rates Report
- Crop and Livestock Enterprise Budgets



**1,070** survey responses collected at Husker Harvest Days.

Nebraskan's top concerns:

- Variable commodity prices
- High input prices
- Real estate taxes



The Center for Agricultural Profitability was established in 2021 to support the financial health of Nebraska agriculture through research, education and extension programs.