

## Views from VanDeWalle

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### **Agriculture Today: New Era of Prosperity or Temporary Opportunity?**

The 2022-23 Farmers & Ranchers College will kick off December 8th featuring Dr. Dave Kohl. Registration will start at 12:45 p.m. and the program will start at 1:00 p.m. at the Opera House in Bruning, NE. The program is titled, “Ag Today: New Era of Prosperity or Temporary Opportunity.” The business and economic landscape of agriculture can be described in one word as “anxious.” Global trade uncertainty and the shift from fossil fuels to the green movement coupled with inflation and supply chain bottlenecks are only a few of the challenges. However, with these headwinds, opportunities exist for those who manage the business proactively despite all the economic megatrend shifts.

The decade of the 2020s will be one of economic and financial divide. Stimulus checks from the government along with rising commodity prices in some industries have presented profits not seen since the Great Commodity Super Cycle. Extreme volatility and uncertainty created by geopolitics present an economic roller coaster environment for most businesses. These factors coupled with inflating costs, a shift from fossil fuels to the green movement, consumer and technology trends, and supply chain bottlenecks are only some of the challenges. Visionary CEOs must strategically analyze the challenges and opportunities. They must conduct both an industry and business SWOT analysis to identify strengths, weaknesses, opportunities, and threats in their business plan, and a pathway to remaining on the positive side of the ledger. Don’t miss out on this engaging session that applies the big picture variables to your business, family, and personal life.

Many in the area are very familiar with Dr. Kohl, but if you are not, here are some details about him. Dr. Dave Kohl is an academic Hall of Famer in the College of Agriculture at Virginia Tech, Blacksburg, VA. Dr. Kohl has keen insight into the agriculture industry gained through extensive travel, research, and involvement in ag businesses. He has traveled nearly 10 million miles; conducted more than 6,500 presentations; and published more than 2,250 articles in his career. Dr. Kohl’s wisdom and engagement with all levels of the industry provide a unique perspective into future trends.

The following week on December 15<sup>th</sup>, the Farmers & Ranchers College will be hosting a hands-on training workshop that will teach producers about Extension’s Agricultural Budget Calculator. This program will be held at the Fillmore County Fairgrounds in Geneva from 1-3:00 p.m. Participants are encouraged to bring a laptop or tablet to the workshop but if they are unable to do so, they are still welcome to attend. Please register by December 13<sup>th</sup> for this program at [cap.unl.edu/abc/training](http://cap.unl.edu/abc/training).

Questions on the Farmers & Ranchers College can be directed to the Fillmore County Extension Office at (402) 759-3712. To participate and register, go to the website: [go.unl.edu/farmersrancherscollege](http://go.unl.edu/farmersrancherscollege).