

Views from VanDeWalle

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Strategies For Family Farming Success In The Shark Tank

Developing and implementing a business management contingency plan to overcome unexpected changes to the organizational structure and/or management leadership to a family farm is crucial for the continued success of a farming operation. This is an important step in preventing potential misunderstandings between farm family members as well as helping to avoid possible family disputes. Can a farm business survive a potential shark attack (unexpected change) and still prosper? An effective management strategy is to put yourself in the 'shark tank' and begin addressing the difficult questions and situations that might arise from these uncertainties in farming.

To aide farmers and ranchers with a business management plan, the Farmers & Ranchers College will be offering the final program of the 2019-2020 programming year on March 10th. This program will take place at the Fillmore County Fairgrounds in Geneva, NE featuring Dr. Ron Hanson, UNL Harlan Agribusiness Professor Emeritus. Registration starts at 5:30 p.m. with a meal to start at 6:00 p.m., followed by the program, Strategies For Family Farming Success In The Shark Tank.

Hanson points out that few farming operations ever survive an unexpected change to the organizational management structure of their farming business, let alone a crisis situation within the family. Most farm families realize the importance of implementing a contingency business plan for if and when something ever happens, but few families ever accomplish this management goal. No one wants to be in the shark tank and be faced with a stressful situation. These issues (unexpected death, sudden illness, family dispute, loss of a key employee) are often never discussed and usually avoided. But what if it does happen? What might actually happen next? What impacts could result to the farm? To family members?

This presentation will identify the importance of implementing a business contingency planning process so that a farming operation continues when and if the unexpected actually happens. Striving to find answers as well as solutions is an effective strategy for a success when initiating a business contingency plan in case an unexpected change happens to the farm or family or even both at once.

Please pre-register by March 2nd, to the Nebraska Extension Office in Fillmore County or call (402) 759-3712 to assure a seat and meal. Walk-ins are accepted, but may not get a meal. You may also complete your registration online on fillmore.unl.edu or <http://go.unl.edu/farmersrancherscollege>. Pre-registration will also save you time at the door!