

Views from VanDeWalle

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Agriculture Today: It is What It Is...What Should We Do About It

Those of us in agriculture are no stranger to risks involved with agriculture that are taken every day, whether it is financial, production, legal, price/market or human resource risks. While we can't control everything, there are measures that can be taken to protect one's operation and reduce risk. Each year the *Farmers & Ranchers College* hosts Dr. David Kohl, Professor Emeritus from Virginia Tech who does an excellent job describing global risks which affect us locally and how those risks will affect the agricultural industry.

The agricultural economic down turn is in the seventh year and counting. Razor thin margins combined with increased volatility is the economic environment that most in the industry are facing. The result is massive changes in the structure of agriculture and rural communities. What is the state of the trade agreements and the short and long-term implications to the bottom line? Where are interest rates, land values, and food trends leading the industry? How can one adjust strategies and tactics to cope and survive in this environment? One must have the business intelligence and street smarts to be successful. This session will discuss the assessment of management IQ that often places one in the top third or bottom third of profitability. What are the financial and business management characteristics that one must focus on in planning, strategizing, executing and monitoring for 2019 and beyond?

This year, Dr. Kohl's program is titled *Agriculture Today: It is What It Is...What Should We Do About It?* The program will start at 1:00 p.m. on December 9, 2019 at the Opera House in Bruning, Nebraska. Contributions and support of area businesses allow participants to attend at no cost. To save time at the door, feel free to register online at go.unl.edu/farmersrancherscollege.

The *Farmers and Ranchers College* Committee consists of Fred Bruning of Bruning, Bryan Dohrman of Grafton, Sarah Miller of Carleton, Jennifer Engle of Fairmont, Ryne Norton of York, Jim Donovan of Geneva, Bryce Kassik of Geneva, Eric Kamler of Geneva, and Brandy VanDeWalle of Ohioa.

2019-2020 Program Schedule

- **December 9, 2019** – Agriculture Today: It Is What It Is... What Should We Do About It, Featuring Dr. David Kohl at the Opera House in Bruning, NE from 1-4:00 p.m.
- **January 28, 2020**** - "Partners In Progress Beef Seminar" Cow/Calf College at U.S. MARC near Clay Center, NE from 10-3:30 p.m., Registration at 9:30 a.m.
- **March 10, 2020**** - "Strategies for Family Farming Success in the Shark Tank" with Dr. Ron Hanson, Harlan Agribusiness Professor Emeritus, UNL at the Fillmore Co. Fairgrounds- Geneva, NE with registration at 5:30 p.m. and the meal at 6:00 with program to follow.

*** Programs are free; however registration is appreciated for a meal count. Please call the Fillmore Co. Extension Office at (402) 759-3712 one-week prior to the program to reserve your spot.*