

Extension Program Work Area

Agriculture: Enterprise Farm Management

PWA1: Improved Profitability

Rationale

Oregon agriculture at the farm gate contributed almost \$4.1 billion dollars to the Oregon economy in 2005. Although the contribution is great in aggregate the return on investment of individual farms (88% individually owned) varies widely. Statistics on production levels, acreage, and values by county is important data for decision making at many scales and by many agricultural industries and those related to agriculture (i.e. food processing, banking). General enterprise budgets coupled with crop/livestock profitability analysis and business planning helps producers understand costs and benefits of various agricultural enterprises and facilitates better risk management decision making. The Extension Economic Information Office via its Oregon Agricultural Information Network (OAIN) provides a wide variety of information for our clientele which includes production and value estimates for about 130 commodities produced throughout the state's 36 counties.

Stake Holder Input

Stakeholder input comes from county, departmental, Agricultural Experiment Station(s), and the College of Agricultural Sciences advisory committees; county, state, and Federal government employees; and industry organizations combined with numerous informal faculty contacts between producers and county officials. Panels consisting of producers, county agents and related support industry representatives collaborate in the collection of information upon which enterprise budgets are based. They are asked to review and comment on budgets before they are published. A team of about 70 Extension faculty across the state provide annual crop and livestock estimates for the commodities which they cover over one or more counties. The OAIN electronic web-based system that receives those estimates and is a vehicle for dissemination of that information was developed and continues to be improved over the years with informal input from Extension faculty and a wide array of clientele who use the system.

How Stake Holder Input was used to create this PWA

Extension Agriculture faculty use stakeholder input to plan and implement programming based on the needs expressed by local stakeholders. At the same time, Extension Agriculture faculty inform stakeholders about pressing needs within agriculture that may not be a priority for the local community. This interaction between stakeholders and Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

Long Term Outcome

- County based agricultural commodity production and economic valuation data will be widely accessible and utilized in Oregon resulting in improved profitability through better informed decision making by farmers, ranchers, bankers, and others with interests in agriculture.

- A combination of financial tools including enterprise budgets, crop and livestock profitability analysis software, database utilization programs, and business planning education will improve the profitability of participants' enterprises.

Indicators of Successful Achievement of this Outcome

- Survey of users of economic data and monitoring of website usage.
- Instructional workshop participants are asked to complete evaluation surveys which ask how they anticipate the course content will change economic and management behavior. Since users of web-based budgets are largely anonymous, an open-ended survey will be added to the enterprise budget website in the future.

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