

PREMIER COTTON EDUCATION: RISK MANAGEMENT 2014-2016

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Abstract

Cotton is an important component of the regional economy in the Texas High Plains. The importance of minimizing risk and developing marketing strategies continues to be very important to producers economically. The Premier Cotton Educational program was established to identify key program areas that address producer needs in cotton, provide learning outcomes within each program area and establish evaluation instruments to determine the impact of these educational programs. Educational program focus areas include; ☐ Weed Management, Variety Selection and Pre- plant Decisions, Disease and Nematode Management, Harvest Preparation and Technologies, Soil and Water Relationships, Economic Risk Management, Fertility, and Insect Management. The results presented herein were obtained from producer responses to surveys at county, district, and regional educational meetings related to only Economic Risk Management. All 42 North Region counties contributed to farm bill education by conducting local meetings and fourteen counties Bailey, Briscoe, Cochran, Crosby, Dawson, Floyd, Hale, Hansford, Hockley, Hutchinson, Lamb, Lynn, Lubbock, and Swisher provided in-depth education in risk management. A total of 109 educational face-to-face programs were conducted to 3716 producers and 2395 (68%) producers returned evaluation information. Individual discussion and assistance was given to 352 producers on 1407 farms utilizing the decision aid tools developed by Texas A&M AgriLife Extension. In all, 1088 of 1274 (91.5%) of eligible producers indicated that they would be able to make more informed decisions using web based Farm Bill decision tools and 870 of 1245 (74.5%) of eligible producers indicated they anticipated benefiting economically from the farm bill trainings and decision aids provided by AgriLife Extension. Refinements to these programs will continue to be made so that cotton producers in this region can maximize production.