

## Minutes of the 2018 NCFMEC Spring Meeting

May 17-18 - Ames, Iowa.

Minutes to be considered for approval during Fall 2018 conference call.

Secretary: Alejandro Plastina (ISU)

In attendance: Bernhardt, Kevin (U Wisconsin); Duerfeldt, Austin (UNL); Edwards, William (ISU); Hadrich, Joleen (U MN); Hart, Chad (ISU); Jim Jansen (UNL); Rodney Jones (OK State University); Klair, Kevin (U MN); Langemeier, Michael (Purdue); Lubben, Brad (UNL); Massey, Ray (U MO); Molenhuis, John (OMAFRA); Plastina, Alejandro (ISU); Schnitkey, Gary (U IL); Shockley, Jordan M (U KY); Stockton, Matt (UNL); Taylor, Mykel (KSU); Ward, Barry (OH State University) (remotely); Zhang, Wendong (ISU).

Guests (ISU Farm Management Team): Madelaine Schultz, Dave Baker, Melissa O'Rourke, Kelvin Leibold, Steve Johnson, Charles Brown, Ryan Drollette, Ann Johanns, Gary Wright.

### **Thursday, May 17: Joint meeting ISU Farm Management Team and NCFMEC.**

8:00-10:00 am. *Present and Future of Farm Management Extension Programming*  
Presentations from Kelvin Leibold (ISU); Matt Stockton (UNL); Mykel Taylor (KSU); Kevin Klair (U MN); Michael Langemeier (Purdue); Jordan Shockley (U KY); Ray Massey (U MO). Slides attached..

Comments on Matt Stockton's presentation: department of ag economics is strong, UNL is growing. Farm Management extension moved from 4-5 district specialists with PhDs to extension specialists with Masters. UNL never had extension "agents". PhDs are needed on campus for teaching. "Extension educators" are organized into problem-solving-driven "issue teams," in a top-down approach. Farm profitability has become a major issue, increasing the relevance of the Dept. of Ag Econ.

UNL does not compete with private industry. On the contrary, trying to integrate them into extension programs. Example: "Testing Ag Production Solutions Now", where farmers are competing in profitability (not yield) against each other and against university employees; and where the private industry became close partners by discussing their technology at the meetings. UNL collects data from those meetings.

Challenges:

- funding in a state with 1.75 million people.
- 4 educators are trying to build a farm management team, but count with very limited resources.
- The same people attend multiple extension meetings, and 50-60% of attendees are university employees ("self-serving").

- Going regional is a must due to budget pressures, but current incentives to share resources across universities don't work (all Universities want to lead the shared program).
- Increased pressure to obtain grant funding.
- Not all county educators have Master's degree (although they should) due to pay scale, and very few have agronomic background.

Comments on Mykel Taylor's presentation: K-State has 5 full time and 3 partial (with teaching appointments) extension positions. Some area economists take the role of state specialists. KSU added a couple of extension assistants to organize content/ meetings. There are 4 Farm analyst positions, working one-on-one with farmers in Finpack. The biggest statewide program is benchmarking and tax services through the Kansas Farm Management Association. Challenges:

- Human Resources is in great demand but no person covering the topic in 10 years.
- Art Barnaby will retire next February, and not sure KSU will be able to backfill expertise on Crop Insurance and Policy Expertise.
- Attempt to collaborate with North and South Dakota, and Nebraska through a "FarmDoc for Great Plains" derailed by egos at the administrative level.

Future plans include building up on KFMA data and chasing grants to document specific practices to support value added/niche markets/traceability to consumers.

In-person education will continue to be the most important role for Farm management extension.

Comments on Kevin Klair's presentation: MN has 66 full time instructors to community colleges that collect data on 3,000+ farms. Future: Interest in Labor management topics is picking up; should focus on strategy side and informing hard decisions through research-based approach; how to remain relevant for larger farms and address small value added ag?

Comments on Michael Langemeier's presentation: no regional staff in Indiana, not needed (small state). Relevance comes from research-based information. Cooperative efforts need to occur naturally, not driven by administration.

Comments on Jordan Shockley's presentation:

Currently: 8 extension faculty: 3 100% farm management; 3 20-40% fm; 2 100% research on fm.

U KY has a critical mass of Farm Management faculty and students, but has not been able to capitalize it into filling up nationwide positions in Farm Management.

Lots of interdisciplinary grants.

Kentucky Farm Business Association program: re-discussing cost-share agreement between farmers and university.

The center for Crop Diversification develops budgets for 200+ crops.

There's an extension county office in each of the 120 counties, with 3 agents per county: ANR, Hort, family and communications. Counties cover most costs from extension offices, but University covers some costs. Currently all counties are conducting needs assessments. ANR agent will probably change from agricultural focus to health (drugs) and poverty; and ag will likely have regional educators/agents.

Challenges: big budget cuts for 2<sup>nd</sup> year in a row.

#### Comments on Ray Massey's presentation:

Many new top-level university administrators. Threat to pull away money from College of Ag if faculty with extension appointments don't produce extension materials/programs.

Critical focus at U MO: Engagement (instead of Outreach); trying to reconnect with research (again); grants with interdisciplinary activity; revamping/re-doing websites.

10:10-11:15 *NCFMEC Shared Vision for 2030*

#### General Discussion:

Not all states in the North Central region are present. We need more involvement from Michigan, South Dakota; and regional staff talking across state lines.

Despite technology, people still want in-person meetings. How do we use the in-person delivery to forge the future of farm management education? Shall we do some research on this topic?

Human resources issues: there's increased interest in this area, more technology involved in farming, more people employed, more leadership skills necessary. What can the NCFMEC do as a group about HR education?

Rural broadband access is still a challenge.

How are we going to train the next generation of farm management extension professionals? U KY is re-working its Master's program to address this issue. U OK is not so strong in fm extension delivery, but it's very strong in teaching fm topics. Is there room for regional/national collaboration in training graduate students in farm management?

Can this NCFMEC develop a PhD in Farm Management curriculum? Can we build a network of faculty to develop a pipeline of graduate students in FM? Interesting case where a UNL graduate student did a 1 semester exchange at Purdue with FM experts.

Is there a need to conduct research on recent graduates to write success stories in the FM area? And highlight that students' success in FM is associated with the value the Department puts on FM and the availability of regular assistantships for FM? Chinese student at Purdue is successful in extension in Tifton GA.

How to expand the pool of people going into fm? International students, women, enticing undergraduates into extension at early stages? Can project-oriented extension assistantships help develop networking and personal skills to be successful in extension?

KSU applied for national needs grants and funded 3 masters and 2 PhDs through Extension Assistantships. The problem is that the department pushed the lower quality students to these assistantships.

The Center for Commercial Ag at Purdue offers Extension Assistantships and helps students to develop extension publications and meetings. Private Ag Businesses are funding Extension Assistantships in Farm Management.

We should do a better job at promoting the AAEA graduate student extension competition.

Some participants shared the view that a successful extension professional does not need farm management training to start his/her career in extension, but passion to work in the area is a must.

Those interested in contributing to a theme-based edition of Choices on the future of FM are invited to work in sub-committees (meeting on May 18 after lunch).

11:15- noon *Family Living Expenses*.

Presenter: Mykel Taylor, KSU. Slides attached.

Notes: seed business, trucking, etc. are considered off-farm income.

Eating out is classified into recreation category.

Cellphone, wi-fi, auto expenses typically show up as farm expenses.

Suggestion for Gregg Ibendahl: when reporting NFI along with family living expenses in one chart, make sure that both measures are calculated using only the farms that report family living expenses.

1:00-2:00 pm *NCFMEC Administrative Matters*:

- The agenda was adopted with no amendments.
- The Committee thanked Alejandro Plastina for developing an interesting agenda and organizing the logistics of the NCFMEC meeting, and the North Central Extension Risk Management Education Center for covering the cost of the meeting.
- Minutes from Fall 2017 were approved with only one amendment: Joleen Hadrach is with the University of Minnesota, not Michigan. See attachment.
- State reports are available as attachments.

Comments on Gary Schnitkey's presentation: focus on Resilient Farming Programming (risk management: marketing, crop insurance). IL Farm Business Farm Management Association (FBFM): 60 field staff, covering 25% of IL acres. Push for focus on Precision Conservation Management (PCM) from Corn Growers, with an emphasis on documenting field level Practices. 80% of farms in IL FBFM also participating in PCM. Possible merging of PCM, FBFM and FarmDoc in the horizon. Not clear whether new entity would remain in the University of Illinois.

University Extension has 15 people in commercial agriculture, with uncertain future, and no regional efforts.

2:00-3:15 pm *Update on the Farm Financial Situation*

Presentations: Mykel Taylor, Kansas; Joleen Hadrich, Minnesota; Alejandro Plastina, Iowa; Michael Langemeier- Purdue University/CME Group Ag Economy Barometer.

Slides attached.

3:30-4:00 pm. *North Central Extension Risk Management Education Center (NCERMEC)*. Brad Lubben. Slides attached.

State representatives to the NCFMEC received vouchers to partially cover travel expenses to this meeting. Proposed changes by NCERMEC: shift away from funding travel to NCFMEC meetings, and towards funding joint publications. Only those participating in the publications would receive funding (about \$500 per person). Easier to tell a story of impact.

4:00-4:15 pm *Regional Farm Management Training*. Michael Langemeier. Slides attached.

Comments on Michael's presentation: University of Michigan's Consumer Sentiment Index highly correlated with Purdue's Barometer.

Survey takes about 5 minutes, and includes up to 20 questions. A set of 5 questions are always included in the survey. Rice and vegetable producers are not included in the survey.

Administrators promoting regional FM training moved on to other positions and the project currently lacks support.

4:15 - 5:00 pm *NCFMEC Administrative Matters (Continued)*

- Update the Oklahoma State representative to the NCFMEC from Damona Doye to Rodney Jones.
- Next Tri-annual conference, jointly with National Farm Business Management Conference in Wisconsin: 2<sup>nd</sup> week of June 2019. Organizers: Kevin Klair as Liason with NFBM Conference; Michael Langemeier leader in Call for Papers, with help from Mykel Taylor and Wendon Zhang. Proposed topics: finance, the future of farm management, technology. Last meeting in Sioux Falls had low extension attendance, there were 4 rounds of concurrent sessions and it was difficult to get sessions filled.
- AGLEASE 101: the NCFMEC voted to eliminate the direct contact information from the website and instead include language suggesting the reader should contact local/county extension offices.
- NCFMC.ORG: (1) the NCFMEC voted to get rid of picture in <https://ncfmc.org/MemberList.aspx> and to eliminate the calendar and old publication links; (2) William Edward volunteered to update history of NCFMEC.

- Several members expressed interest in working in in sub-committees on the afternoon of May 18 to develop a series of theme-based *Choices* articles on the Present and Future of Farm Management Extension.

5:00 pm Meeting Adjourned.

### **Friday, May 18**

8:00-8:30 am *Crop insurance and Dicamba*. Ray Massey (University of Missouri). Slides attached. Highlighted importance of Professional Liability Insurance for applicators that offer services for a fee. Crop insurance only affected through APH calculations (dicamba drift not covered). Dicamba is a great selling point to teach farmers about general farm liability (endorsements for spraying, custom farming, farmers' markets, etc.).

8:30-9:45 am *Economics of Conservation Practices*:

- Cover crops. Jordan Shockley
- Conservation and Land Tenure, Wendong Zhang
- Cover crops. Alejandro Plastina

Slides attached.

10:00-11:00 am *Tax Reform and Implication for Famers*. Kristine Tidgren, Director, Center for Agricultural Law and Taxation, Iowa State University. Slides attached.

11:00-12:00 pm *What the Sec 199A Tax Reform Means for Cooperatives and Their Producers?* Keri Jacobs, Associate Professor, Department of Economics, ISU. Slides attached.

12:00-12:15 pm *NCFMEC Administrative Matters – Fall 2018 and Spring 2019 Meetings*.

- Joleen Hadrich was elected Secretary, starting in October 2018.
- Outgoing Officer, October 2018: Mykel Taylor, Chair.
- Incoming Officers, October 2018:
  - Gary Schnitkey, Chair
  - Alejandro Plastina, Vice-Chair
  - Joleen Hadrich, Secretary
- Fall 2018 meeting: sometime in October. Gary Schnitkey will organize conference call.
- The Committee thanked Alejandro Plastina for organizing an excellent conference, the North Central Extension Risk Management Education Center for covering the costs of the meeting, and Karen Kovarik from the Center for Agricultural and Rural Development for organizing an excellent catering.

12:15 pm *NCFMEC Adjourned* (Sub-committees meet in the afternoon).

1:00-1:30 pm Sub-committee on the Future of Farm Management Extension.

A series of 4 articles (plus theme introduction) in Choices on the future of Farm Management.

Proposed topics:

- “What would the extension audience look like in 2030?” Alejandro Plastina (lead), Matt Stockton, and Kelvin Leibold.
- “Training of Extension Professionals” Mykel Taylor (lead), Wendong Zhang.
- “Technology and Management” Michael Langemeier (lead), Jordan Shockley, Alejandro Plastina.
- “Human Resource Management” Rod Jones (lead), Kevin Bernhardt, will invite Melissa O’Rourke and possibly someone from West Region.

Actionable points:

1. All interested in co-authoring articles should contact the lead authors.
2. Lead authors will send a solid outline to Mykel Taylor by **June 1**.
3. Mykel will compile the outlines and send a proposal to Jordan Shockley who will present it to Choices Editors at U KY.
4. Full articles will be submitted in August before start of Fall semester.

1:30 pm *NCFMEC Sub-Committee Adjourned*

End of Minutes – May 21, 2018. Alejandro Plastina.

Minutes to be considered for approval during Fall 2018 conference call.

Send proposed amendments to [plastina@iastate.edu](mailto:plastina@iastate.edu)