

**May 2018**

The North Central Extension Risk Management Education Center conducts a substantial risk management education needs assessment effort. Talking to producers, stakeholder groups, and special emphasis audiences provides grass roots input on risk management education needs to the Center and its Advisory Council, which represents a cross-section of risk management educators and producers across the region. The following illustrations and tables highlight general agricultural risk management issues summarized from Extension meeting evaluation results in cooperating states at Extension meetings from Fall 2017 through Spring 2018.

**What is the most crucial risk management education need for your operation for the coming year?**



Word List	Frequency of Responses
insurance	43
Marketing	25
crop	23
Crop	22
bill	16
farm	15
Price	12
costs	12
protection	11
prices	11
marketing	10
risk	10
changes	9
Farm	8
flow	8
management	7
options	7
...	<7

What is the biggest challenge to the success of your operation over the next 5-10 years?



Word List	Frequency of Responses
prices	52
costs	25
flow	16
Cash	16
commodity	14
Commodity	14
crop	14
Managing	12
management	11
insurance	11
expenses	11
input	10
debt	10
farm	10
Low	10
profitable	8
low	8
operation	7
risk	7
...	<7