



# Surviving in Agriculture

The USDA's Risk Management Agency and the University of California Cooperative Extension in Santa Cruz, Monterey, San Benito, and Santa Clara Counties invite you to join us for **Surviving in Agriculture** a risk management workshop that will help your farm thrive in today's challenging environment. The workshop is designed to help you gain a better understanding of how to manage risk in your farm operation.



**Thursday, May 2<sup>nd</sup> 2013**

**8:30 a.m. - 12:00 noon**

**UC Cooperative Extension Santa Cruz County  
1432 Freedom Blvd. - Watsonville, California**

**Program #1**

**W**elcome Laura Tourte, Farm Management Advisor

Spanish translation provided



**C**hallenges and opportunities for **Local Agriculture: An overview on water, land, labor, pests, economics, and more . . .**

Laura Tourte, Farm Management Advisor, UC Cooperative Extension



**A**g Risk-5: Learn more about tools for managing risk and thriving in today's agriculture

Dr. Jay Parsons, Agricultural Economist, Colorado State University



**R**ow Crops: Risks and challenges in berry and vegetable crop production

Mark Bolda, Strawberry & Caneberry Farm Advisor, UC Cooperative Extension  
Aziz Baameur, Small Farms Advisor, UC Cooperative Extension



**S**trategic Risk Management: Calculate your tolerance for risk

John Hewlett, Ranch/Farm Management Specialist, University of Wyoming



**E**nterprise Risk Analyzer: Evaluate the breakeven and risks of your farm enterprises

John Hewlett and Dr. Jay Parsons



**Program #2**

**Thursday, May 2<sup>nd</sup> 2013 - 1:00 to 3:00 p.m.**



**P**ractice using tools to Evaluate Your Risk Strategies: Partial Budgets, the Enterprise Risk Analyzer, RDFinancial, and More . . .

## Registration/Fee:

No registration fee required  
- lunch provided

**Local Contact:** For more information or to request special accommodations you may need, please contact **Laura Tourte** (831) 763-8005; [ljtourte@ucdavis.edu](mailto:ljtourte@ucdavis.edu) or **Mark Bolda** (831) 763-8025; [mpbolda@ucdavis.edu](mailto:mpbolda@ucdavis.edu) or **Aziz Baameur** (408) 282-3127; [azbaameur@ucdavis.edu](mailto:azbaameur@ucdavis.edu)

**RIGHT RISK**



University of California  
Agriculture and Natural Resources

How Much Risk Is Right For You?