



Production and Marketing Risk Management for Transitioning and Recently Certified Organic Growers in Idaho

The Northwest Coalition for Alternatives to Pesticides, challenged both producers interested in transitioning to organic and certified organic producers, to explore and develop new organic production methods and update their marketing plans. Through six field days, one farmer-to-farmer exchange workshop and one marketing conference, the program addressed organic producer risks and training needs, based on farm operation assessments completed by 114 organic producers.

One key to the success of the program was the opportunity for participants to interact and learn from a core group of producers who had been farming for more than 20 years. This group of experienced producers provided valuable resources on organic systems management. Their interactions with participants helped foster collaborations between organic growers and some realized they

could share equipment, seed sources, marketing outlets and other resources.

As a result of this program, 43 producers implemented new organic production methods, 68 adopted changes as a result of the knowledge gained during the field days and exchange, 18 developed or updated their marketing plan and 16 committed to contacting new buyers.



“I was able to use the information I learned from the program to put together a budget for an operating loan. I plan to have a more detailed budget for the coming year and I also made a more formal marketing plan and contacted new businesses. Our increased customer base allowed us to expand another 13 acres and allowed more vegetable production, rotational and cover cropping and employment of another 3 workers contributing a total of 8-9 jobs to our local economy and tax base during the April to November growing season.”
– Certified Organic Farmer





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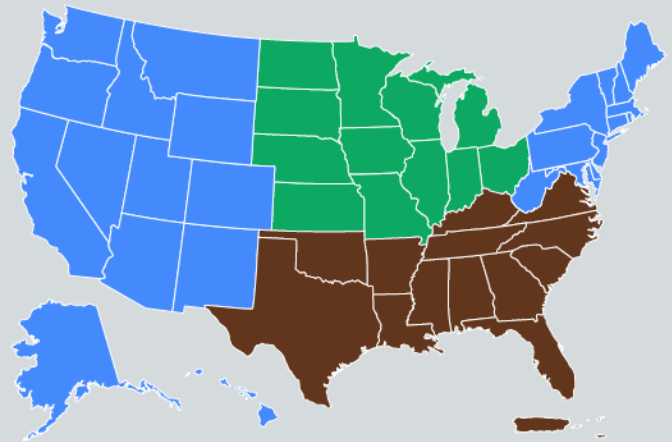
National Institute
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**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



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