



Food Safety: A Tool for Managing Risk and Expanding Direct Marketing Opportunities

University of Nevada, Reno

The University of Nevada, Reno educated Nevada producers on common food safety production, marketing and financial risks, and challenged them with the opportunity to expand their business. Ninety-three small crop, livestock and Native American producers and agribusiness professionals attended the two day-long sessions held in the spring with compressed video sent to seven additional sites in Nevada.

As a result of this program, 64 participants achieved increased awareness of food safety regulations, 63 improved their understanding of food safety packaging requirements for direct marketing to grocery stores and restaurants, 66 achieved increased awareness of costs of meeting food safety requirements and 38 committed to incorporating strategies to enhance the food safety compliance of their operation. Additionally, 65 participants gained a

greater understanding of how the use of labeling and certification techniques to communicate food safety compliance to consumers can add value to their products and all 93 committed to using these techniques.



“This program really helped us begin our learning journey. We have been raising turkeys for 15 years and were interested in adding chickens to our small farm business. Attending the class helped us decide whether or not to expand and how big we really wanted to go. We have kept fairly small, selling 280 birds last year, local sales only, with a possibility of expanding to direct marketing in the future.” – Turkey Farmer





**EXTENSION
RISK MANAGEMENT
EDUCATION**



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

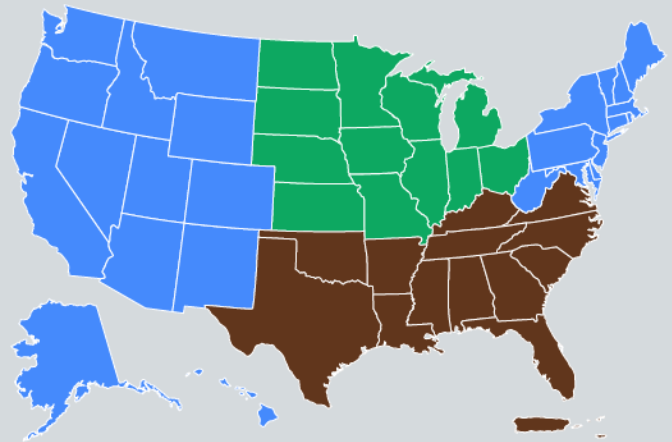
**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

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>



ERME Regional Centers



**NORTH CENTRAL
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University of Nebraska
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**NORTHEAST
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**WESTERN
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