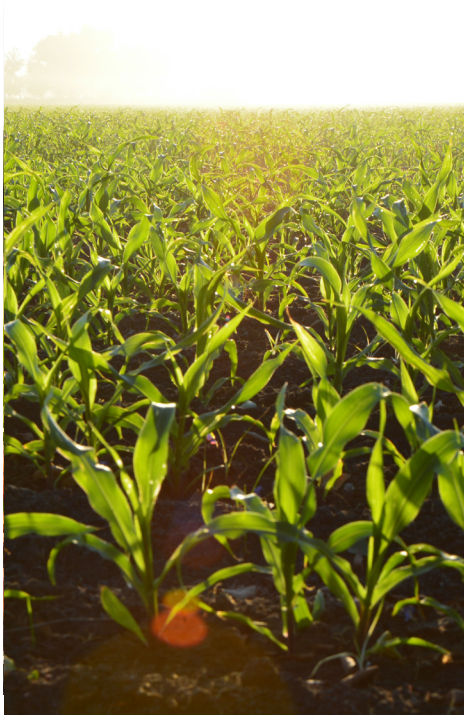


SUCCESS in WISCONSIN

Farm Pulse Continuum - In-Person and Online Financial Management and Analysis Program

Project Director: Katie Wantoch, University of Wisconsin - Madison Extension



"By following a livestock case farm and learning about their financials. I was able to compare this to my own farm and see where I can improve things. This course was very beneficial in helping me take the next steps to expand my operation. Thank you!"
-Wisconsin Farmer

Situation: Due to the prolonged period of significant financial stress, farmers in Wisconsin have been reevaluating their financial situation and business plans. Consequently, the *Farm Pulse Continuum (In-Person and Online) Financial Management and Analysis Program*, has adapted and redesigned its curriculum to a more relevant format for in-person use, stand-alone educational videos and an on-line course. This curriculum currently assists farmers in identifying strengths and weaknesses of their business in order to assist them in making decisions that will improve their farm profitability. The Farm Pulse continuum began with the review and creation of new farm financial business model factsheets, website articles, and short videos. This material was highlighted during a webinar series to build awareness of utilizing farm financial and risk management information for informed decision-making. These educational pieces included interactive video segments, quizzes and activities, case study examples, and application exercises. Farm Pulse continuum assists farmers in thinking strategically about their future business plans.

Outcomes: There was a total of 120 webinar participants. Over 1,050 people in Wisconsin and all around the U.S. accessed the publications, articles, and videos provided by this project.

Impacts: Participants reported an increased awareness and understanding of the financial risks affecting their farm business. They also increased knowledge of farm financial management concepts, tools, methods and processes and an understanding of strategic planning principles. This will help them assess their financial statements, including their balance sheets and income statement for long term planning and growth.

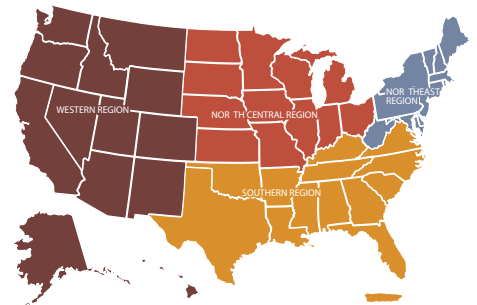
SUCCESS in EVERY STATE

Extension Risk Management Education

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

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

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on our website: ExtensionRME.org



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