Marketing Risk

John D. Anderson
American Farm Bureau Federation

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Questions to Consider

• What is marketing risk?
• What makes for an effective marketing risk extension program?
• What makes for a productive marketing risk research program?
• How much overlap is there between these two? How do individual faculty members exploit this overlap?
Motivation for Research/Extension Collaboration

• Extension
  – Changing demands from clientele
    • General education vs. specific problem solving
  – Changing professional expectations
  – Attract additional resources for extension work

• Research
  – Timely and relevant research ideas
  – Better understanding of practical impacts of work
  – Access to data
  – Attract additional resources for research program

Obstacles to Extension/Research Collaboration

• Different professional development expectations
  – Demands for risk management education from extension clientele vs. publishable risk-related research topics

• Diminishing faculty resources
• Diminished stature of applied work within the profession
Enhancing Extension/Research Collaboration

• Administrative leadership
  – Ensuring that collaborative efforts are valued in P&T process
  – Encouraging collaborative projects to secure external funding
  – Maintaining faculty resources in core competencies

• Faculty responsibility
  – Actively seek ways to enhance extension or research program through the contributions of colleagues