

# Marketing Risk

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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