

LaMoure Farm Ag Marketing Club Growing Knowledge to Grow Operations

The Situation

In 2016 LaMoure County Extension was approached by younger farmers wanting to re-activate the local marketing club. At the same time LaMoure County Extension had approached the original club members for the same. The next generation members turned to Extension for providing education, direction and facilitation. Members wanted a club that could utilize technology and expressed a desire for a forum to share ideas, experiences and current practices.

Extension Response

Following a needs assessment meeting with both generations facilitated by Julianne Racine, ANR Agent, the Club agreed a succession was in order. With a new name, officers and many new members, the reinvented Farm Ag Marketing Club was created. Racine facilitated club goal development for a year, scheduled regular meetings, provided direction on officer positions, member roles and conducting meetings. Throughout the year Racine facilitated the club discussions on economics and marketing. Education, plus a variety of resources including Extension specialists, industry experts, printed materials, interactive online tools and field trips were all part of the 2016 Club year. It was agreed that 2016 was established as a learning year and the first meeting in January 2017 would discuss lessons learned, assess future needs and develop plan of work for each quarter.

Impacts

A survey was created to evaluate 2016 impacts. Based on survey results from 6 participants and utilizing brainstorming activities, Racine was able to show the club its own data on where they were, where they are and where they want to go next. One hundred percent of surveyed members said the resources and speakers provided by Extension during the 2016 Club year were useful. On a scale of one to five 33% agreed Club programming is time well spent while 67% strongly agree. All that responded have shared the learned information with others. In addition, everyone uses the information

learned through Extension resources and recommend others join. When surveyed whether changes were made to their operation based on each speaker, the combined average was 74%. LaMoure's Farm Ag Marketing Club engaged Extension to help a group of new generation producers reinvent a club that suits their way of conducting business with goals of being market savvy and financially wise. The partnership has grown during the first year into a strong relationship. Members take that to the community and encourage them to contact Extension for any concern or need. The information gained from the 2016 survey has allowed LaMoure County Extension to plan 2017 Club programming, resources, trips and goals based on the Club's priorities. Going forward the club would like 2017 to yield a membership increase by 20%.

Feedback

"I learned how the global oil markets are interconnected..."

"I learned how to implement conservation practices during our field day."

"[speaker] did a good job breaking down the market fundamentals..."

Public Value Statement

The ability of multiple generations of agricultural producers to learn about marketing and risk management will enhance the long term success of the ag operations in the state.

Primary Contact

Julianne T. Racine, Extension Agent
PO Box 37, LaMoure, ND 58458
(701) 883-6080
Julianne.racine@ndsu.edu