

Billing Code 3410-08-P

DEPARTMENT OF AGRICULTURE

AGENCY: Risk Management Agency

SUBJECT: Risk Management Agency 2001 Action Plan, A Supplement to the Risk Management Agency Education and Outreach Plan for Farmers and Ranchers in Underserved States, 2001-2005

ACTION: Notice

SUMMARY:

DATES: Comments regarding this action plan will be accepted until (Insert 14 dys after publication at the Office of the Federal Register.)

ADDRESSES: Address all comments concerning this notice to Michelle Fuller, USDA, Risk Management Agency, Risk Management Education Division, 1400 Independence Avenue, S.W., Stop 0808 (Portals Building, Suite 508), Washington, D.C., 20250-0808.

FOR FURTHER INFORMATION CONTACT: Michelle Fuller, Risk Management Education Division, Risk Management Agency, 202-720-4770.

SUPPLEMENTARY INFORMATION:

Summary

This 2001 Action Plan is a supplement to the Risk Management Agency's (RMA's) Education and Outreach Plan for Farmers and Ranchers in Underserved States. It describes specific actions to be taken during the 2001 fiscal year (FY -- from October 1, 2000 through September 30, 2001). Refer to RMA's Education and Outreach Plan for Underserved States for a description of goals and guidelines for this program.

This plan is ambitious. It will sponsor (1) direct producer training, through the sponsorship of local activities; (2) training for educational partners, to reach producers through the influence of professionals who have educational opportunities with producers; and (3) investment in supportive activities, such as materials development and promotion

In the first year of this program, much direct producer training will be possible because of the educational partnerships that have been established in recent years. In addition, an emphasis will be on supportive activities and the training of the RMA's educational partners. These activities in FY2001 will establish the educational infrastructure that will be needed to expand direct producer training significantly in future years.

Following the listing of educational activities is a budget by major activity category. Funding for these activities will be provided through the Federal Crop Insurance Fund, which is managed by the RMA. Educational funding of \$5 million per year, beginning in FY 2001, is authorized in the Agricultural Risk Protection Act of 2000.

To implement this plan, RMA will partner with public and private organizations, most of which are located in the underserved regions, for both the training of producers and for supportive activities, such as the preparation of instructional materials. RMA can thereby leverage its funding resources with the vast regional talent, skills, and other resources of its educational partners. Most importantly, these partnerships will help ensure that the educational benefits producers receive will be relevant to the risk management needs and concerns in the underserved States.

#### I. Supportive Activities:

1. Development of Instructional Materials
  - C AGR case studies, about 5 per state

- C Fact Sheets:
  - (1) By crop by state (60-75)
    - ARPA by state + postage for FSA office mailing
- C “Basics of Risk Management” (3 versions - Northeast, Mid-Atlantic, West)
- C Detailed Bulletins to supplement “Basics” for:
  - Producers (Risk management by commodity)
  - Influencers (Risk management by product)
- C Self study guide for Risk Management
- C AgEd curriculum (by modifying existing Midwest version)
- C Design and Layout work to instill consistency in materials

‘ Promotion of Risk Management Education (Public Affairs)

- C General media promotion for risk management
- C Sponsor "Risk Management" radio programs
- C Promote job opportunities for agents (Outreach)
- C FFA chapter grants to promote AGR
- C Exhibit booth, re-design to reflect underserved regions

‘ Development of Information Technology Aids

- C Convert instruction to Internet distance learning courses
- C Develop computerized decision aids
- C Convert instructional to CDs for self-study
- C Automated Risk Management booths (located in FSA offices to provide

risk management education easily, could be manned by FFA)

- ' Supportive Research
  - C Determine educational needs for targeted states
  - C Determine feasibility of educational pilot programs
    - Risk Management Clubs
    - Intensive farm consulting
    - Grad Student Educators
  - C Establish RME program evaluation framework

## II. Training Education Partners:

- ' Hold regional conferences (3)
  - C Explain new law
  - C Unveil 5-year and FY2001 plans
  - C Expand networking
  - C Introduce Risk Management Club program
  
- ' Sponsor specialized workshops for education partners
  
- ' Sponsor trainer development seminars for those organizations interested in implementing pilot educational programs

## III. Training Producers

- ' Sponsor local educational activities, as identified by education partners
  
- ' AgEd risk management partnerships to foster increased emphasis on risk in the producer-oriented curriculum and provide producer training
  
- ' Establish Pilot Education Programs, if determined to be feasible:
  - Risk Management Clubs
  - Intensive (one-on-one) consulting
  - Use of Land-Grant Graduate Student Educators

FY 2001 Budget for Education Programs in Underserved States

**(\$ thousands)**

I. Supportive Activities:

Development of Instructional Materials . . . . .	800
Program Promotion . . . . .	500
Development of Information Technology Aids . . . . .	250
Supportive Research . . . . .	300
Total	\$1,850

II. Training Education Partners:

Regional Conferences (3) . . . . .	200
Specialized Training for Education Partners . . . . .	750
Pilot Education Program Training . . . . .	100
Total	\$1,050

III. Training Producers:

Sponsor Local Educational Activities . . . . .	1,300
AgEd Activity Sponsorship . . . . .	450
Pilot Education Programs . . . . .	350
Total	\$2,100

GRAND TOTAL \$5,000

Authority: Section 533, Agricultural Risk Protection Act of 2000.

Signed in Washington, D.C. on \_\_\_\_\_.

---

Kenneth D. Ackerman  
Administrator  
Risk Management Agency