

Tailoring Risk Management to Fit Your Farm

Escondido Agenda

Module	Module Time	Topic Time	Topic	Presenter(s)
Introduction and Overview	8:30 - 9:05 (35 mins)	8:30 - 8:45 (15 mins) 8:45 - 9:05 (20 mins)	Risk Strategies for Specialty Crops Introduction to Workshop Training overview/ Assessments	UCCE - Ramiro Lobo Marcie Rosenzweig, FACTS
1: Family & Personal Risk	9:05 - 9:45 (40 mins)	9:05 - 9:25 (20 mins) 9:25 - 9:45 (20 mins)	Family & Personal Risk Succession Planning as Risk Mgmt Tool	Marcie Rosenzweig, FACTS California Farmlink - invited
2: Financial Risk	9:30 - 10:15 (35 mins)	9:30 - 9:55 (35 mins)	Financial risk overview	Marcie Rosenzweig, FACTS
3: Production Risk	10:15 - 10:50 (35 mins)	10:15 -10:25 (10 mins) 10:25-10:35 (10 mins) 10:35 -10:50 (15 mins)	Production Risk assessment The crop insurance cycle - Kinds available to this group. How to find an agent Non-insured crop assistance program (NAP) & Disaster relief	Marcie Rosenzweig, FACTS Crop Insurance person -Invited FSA unconfirmed
Break	10:50 - 11:05 (15 mins)			
4: Marketing Risk	11:05-11:35 (30 mins)	11:05 - 11:15 (10 mins) 11:15 - 11:25 (10 mins) 11:25 - 11:35 (10 mins)	Marketing Risks Contracting Channel Strategy	David Visser, FACTS David Visser, FACTS David Visser, FACTS
5: Legal & Regulatory Risk	11:35-12:25 (50 mins)	11:35 - 11:45 (10 mins) 11:45 - 12:05 (20 mins) 12:05 - 12:25 (20 mins)	Legal & Regulatory Risks Legal Risk - Employees Regulatory Risk - by area	Marcie Rosenzweig, FACTS
Wrap-up	12:25-12:30 (5 mins)		Wrap-up	UCCE Ramiro Lobo

LOCAL SPONSORS FOR YOUR ESCONDIDO WORKSHOP ARE



UCCE San Diego County
5555 Overland Avenue, Building 4
San Diego CA, 92123-1219
(858) 694-2845
E-Mail: cesandiego@ucdavis.edu

UCCE Riverside
21150 Box Springs Rd
Moreno Valley, CA 92557-8208
(909) 683-6491
E-Mail: ceriverside@ucdavis.edu



California Farmlink
PO Box 2224
Sebastopol, CA 95472
(707) 829-1691
info@californiafarmlink.org
www.californiafarmlink.org



CAFF -Community Alliance With Family Farmers
PO BOX 363
Davis, CA 95617
(530) 756-8518
info@caff.org
www.caff.org



San Diego Farm Bureau
1670 East Valley Parkway
Escondido, CA 92027
(760) 745-3023
<http://www.sdfarmbureau.org/>



University of California Small Farm Program
One Shields Avenue
Davis, CA 95616
(530) 752-8136
sfcenter@ucdavis.edu
www.sfc.ucdavis.edu