

Financial Decision Tools and Extension Programming: Challenges, Strategies, and the Future

Ryan Larsen

WEC Track Session

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Strategy



Time to Exercise



SWOT Analysis

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- Strengths

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- Weakness

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- Opportunities

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- Threats

Strengths

- Strong network of Specialists and county Extension agents
 - Diverse toolsets
- Regional and National Collaborations
- Research findings
- Reputation (weakness?)
 - Main source of information
 - Extension websites
- Potential
 - Responding to current needs
- Fulfilling the Land grant mission



Weaknesses

- Response to change
 - Reaction time
- Flexibility
- Use of technology
 - Communication mediums
- Age-gap
- Applicable research



Opportunities

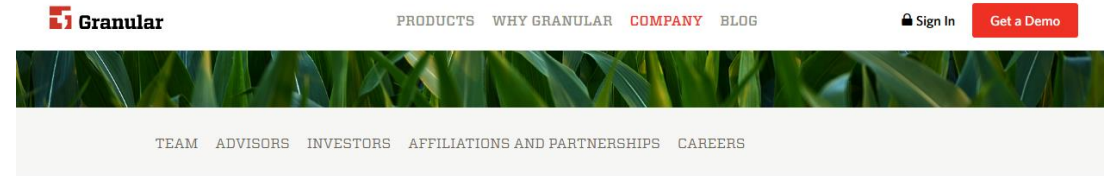
- Captive Audience
 - Market demand
- Advanced training
 - Risk
 - Farm management
 - Managing the cycle
 - Strategic finance
 - Expand beyond ratio analysis
- Technology
 - Decision tools
 - Apps
 - Investment criteria
- New generation of producers
- Policy changes
- Many new county Extension agents



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Threats

- Professional consulting services
- Technology
- Reputation
- Many new county Extension agents
- Lack of relevancy



Granular's mission is to transform the business of farming.

There is nothing more important to human civilization and our planet than farming: More than 7 billion people depend on farms for healthy and affordable food. Over 40% of land and 70% of fresh water globally is used in farming. Agriculture is a \$3 trillion global industry, and

Led by a team of experienced entrepreneurs, advisors and investors, Granular is one of the first companies to apply Silicon Valley technology expertise to the agriculture industry. We use software and data science to transform farming, increase transparency, and

Questions

Ryan.larsen@usu.edu