

# Supporting Crop Production THROUGH EDUCATION



## Challenges

- Rising input costs and various production-related challenges, including droughts, disease, invasive species, pesticide and GMO resistant pest species have placed serious stress on farmers across the state.
- Changing global markets and managing agricultural production and price risk have farmers seeking ways to maximize production efficiency to maintain competitiveness.
- Issues regarding the balance between Texas' water supply and demand have brought about the need for more efficient use of this vital resource.

## AgriLife Extension Response

The Texas A&M AgriLife Extension Service delivers wide-ranging educational programs focused on research-based crop production and management practices, evaluation of technologies, improved decision-making, water-use efficiency, environmental stewardship, and job training.

- Programs for crop producers cover variety testing, soil nutrient management, irrigation efficiency, disease and pest identification and control, commodity marketing, financial risk management and farm bill education.
- AgriLife Extension is at the forefront in responding to emerging issues such as drought, floods, wildfires and insect and disease outbreaks.
- Through 5,400 educational events, planning meetings, and workshops in 2021, AgriLife Extension reached more than 730,000 educational and other contacts.
- AgriLife Extension often collaborates with industry groups and other government entities to deliver educational programs.

## Economic Impacts

Selected programs are highlighted below, where impacts were measured by the increase in net returns associated with adopting certain management practices taught in 2021.

- The economic benefit resulting from the increase in net returns for boll weevil eradication was estimated at **\$417 million**, with cumulative benefits surpassing **\$5.5 billion** (since 1996).
- Outreach related to crops, floriculture, nursery production and marketing led to an estimated increase in annual net returns of **\$54.9 million**, and assisted cotton growers with variety selection valued at **\$26.2 million**.
- Programs focusing on managing crop and livestock financial risk resulted in estimated gains of **\$26.9 million**.
- The impacts above support an additional **4,018 jobs** in agribusiness and retail-related sectors.
- **33,816 Texas farm units** were analyzed using the web-based 2018 Farm Bill Decision Aid, developed by the Agricultural and Food Policy Center (AFPC). The estimated impact of improved decision-making was **\$79.7 million** in 2021.
- Through continuing education related to pesticide safety and cotton ginning, job training supports 62,319 Texas jobs, with an annual wage base of **\$1.1 billion**.

## Contact

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