

## ECONOMIC IMPACTS OF EXTENSION EDUCATION

### CROP PRODUCTION CHALLENGES

- The Red River region of Oklahoma and Texas poses many challenges for farmers and ranchers related to water and land resources, including weather extremes such as hot and dry summers and harsh winters.
- With tight margins for profitability, many agricultural producers are seeking tools and practices to optimize production efficiency.
- Although wheat and cotton have been the primary crops grown in the region for the past 50 years, narrow profit margins have caused producers to search for new, nontraditional crops to raise. The region offers high agricultural potential when all the conditions align.
- Many of the producers in the region own or manage cropland in both Texas and Oklahoma, and some producers seek input on production-related issues from both states' extension services.

### AGRILIFE EXTENSION'S RESPONSE

- The Red River Crops Conference is a joint effort between the Texas A&M AgriLife Extension Service and the Oklahoma Cooperative Extension Service. This collaboration solves a distance problem—the farming region is far from the two major land-grant universities—and ensures that producers get the best quality speakers and educational materials.
- The goal of the conference is to provide agricultural producers with management information applicable to their production area that will create and enhance the profitability of farm and ranch enterprises.

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- The two-day workshop provides agricultural producers with information and tools on a wide range of topics, including (1) effective crop rotation and use of cover crops, (2) economics of crop production systems, (3) best management practices for various crops, (4) risk management, (5) soil fertility, and (6) innovative crop production systems.

### ECONOMIC IMPACTS

- Based on program evaluation responses from 2024, more than 40% of participants indicated they expect to change their production and/or marketing practices, based on the information they received at the conference.
- The 174 participants in 2024 manage an average of 1,200 acres of cotton, and 3,000 acres of other crops, or 336,000 acres in total.
- The potential increase in net returns resulting from the adoption of selected crop management and marketing practices is estimated at \$547,000 for 2024, with a cumulative benefit of \$7.1 million.
- Sponsorship for this conference from area, regional, and national agribusinesses currently exceeds that of any other conference in the region.

