

Supporting Crop Production THROUGH EDUCATION



Challenges

- Rising input costs and various production-related challenges, including droughts, disease, invasive species, new and emerging pest and pathogen threats, 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, insect, and weed identification, 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 11,100 educational events, planning meetings, and workshops in 2025, AgriLife Extension reached more than 4.5 million 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 2025.

- The economic benefit resulting from the increase in net returns for boll weevil eradication was estimated at **\$295 million**, with cumulative benefits surpassing **\$6.8 billion** (since 1996).
- Outreach related to cotton production led to an estimated increase in annual net returns of **\$48.9 million**, and assisted cotton growers with variety selection valued at **\$24.1 million**.
- Programs focusing on managing crop and livestock financial risk and business planning resulted in estimated gains of **\$27.6 million**.
- The impacts above support an additional **3,807 jobs** in agribusiness and retail-related sectors.
- Over the life of the 2018 Farm Bill, more than **500,000 farm units** were analyzed using the web-based Farm Bill Decision Aid, developed by the Agricultural and Food Policy Center (AFPC). The estimated impact of improved decision-making was valued at **\$2.6 billion**.
- Through continuing education related to pesticide safety and cotton ginning, job training supports 64,353 Texas jobs, with an annual wage base of **\$1.4 billion**.



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