



Paniolo Marketing

The USDA's Risk Management Agency and UH CTAHR-RMH/LIFE invite you to learn strategies for managing the marketing risk for your operation. Participate in **Paniolo Marketing**: estimating enterprise cost of production, breakeven prices and risk exposure using RightRisk risk management tools.



Wednesday, March 28th 2012

4:00 p.m. - 6:30 p.m.

Tavares Community Center

91 Pukalani St. - Pukalani, Maui

Program #1

Ag Risk-5 and the tools available for managing risk on Farms and Ranches in Hawaii

John Hewlett, Ranch/Farm Management Specialist, University of Wyoming

Enterprise Risk Analyzer - a tool for island operators to estimate: 1) enterprise costs/returns, 2) breakeven price & breakeven yield, and 3) enterprise risk exposure

John Hewlett and *Jeff Tranel*, Ag Business and Ext. Economist, Colorado State University

Program #2

Wednesday, March 28th 2012 - 7:00 to 9:00 p.m.

Practice using the Enterprise Risk Analyzer tool using actual farm records/case study information (computers provided) to see how your operation compares to others, learn to analyze your own records, evaluate risk exposure and more. . . .

Lessons Learned - where do we go from here



Register to attend by contacting:

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How Much Risk Is Right For You?