Farm Risk Ready℠

What is Farm Risk Ready?

Problem:

The evolving dynamics of agriculture are creating **new risks** for farmers. These new or future risks can threaten a farm's **long-term objectives**, requiring farmers to rethink their strategies with **new mindsets, analysis, and strategic preparation**.

Solution:

Farm Risk Ready is **a first-of-its-kind** initiative that equips farmers with the tools to **identify disruption risks**, **create a plan** and **protect their future**.

What We Learned from 400 Farmers

Farmers are no strangers to risk — but many feel unprepared for what's ahead

- Challenges vary by region:
    - West: regulations, labor, insurance costs
    - Northeast: environment and market access
    - South & Midwest: extreme weather

Top Concerns:

profitability

weather

affordable insurance

Source: 2024 Farm Resiliency Study.

Farmers are facing more risk than ever before.

Production Risks

Disease
Input cost variability
Maintaining sufficient inventory of inputs
Maintaining adequate storage
Availability of skilled labor
Cost of energy and fuel
Dependency upon suppliers
Input availability
Transitioning with evolving commodity demand

Growth Risks

Growing my operation
Industry consolidation
Vertical integration
New business endeavors
Ability to manage growth
Leveraging partnerships

Price/Market Risks

Demand uncertainty
Limited market channels
Implementing sustainable practices
The reputation of my operation
Growing requirements of environmental policy

Digital Risks

Cyber security
Utilizing my data
Data/digital connectivity
Traceability requirements
Data privacy
Production management

Institutional Risks

Tax laws
Sustainability/conservation regulations
Access to government incentives
Availability of financial safety nets
Interest rates
Regulations on inputs

Adoption Risks

Early adoption of new technologies
Late adoption of new technologies
Changing production practices
Understanding new technologies
Disruption from new innovations

Legacy Risks

Generational succession of my operation
Preparing the next generation
Rural economic growth

Source: Nationwide Future State of Risk Study. Retrieved April 2024.

The research

2/3

of farmers do not have a formal risk plan

91%

of farmers have experienced a premium increase

Source: 2024 Farm Resiliency Study.

Key research findings:

Producers feel unprepared for risks

- Farmers feel marginally prepared for future risks *(average score of a 5 on a 1-10 scale of preparedness)*

Limited adoption of resiliency plans is common across producers

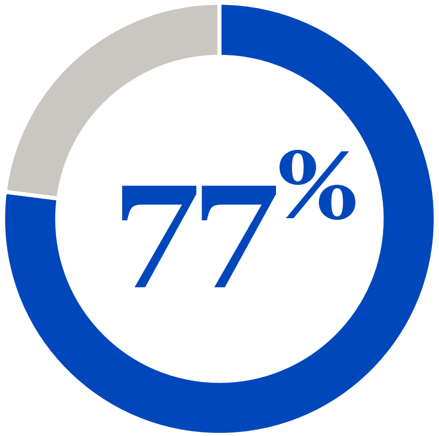
- 2/3 of producers do not have a formal business resiliency plan

Insurance adjustments are common and concerning – of these farmers:

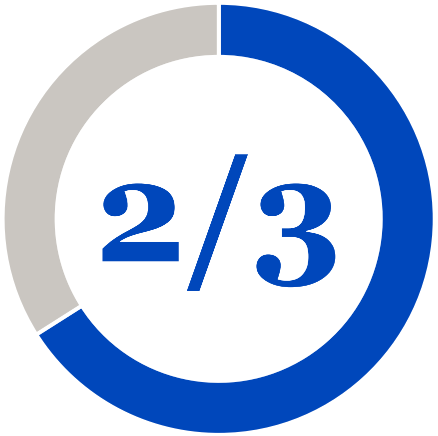
- 58% have seen increased deductibles
- 33% have implemented cost cutting measures
- 23% are implementing risk mitigation practices

The research

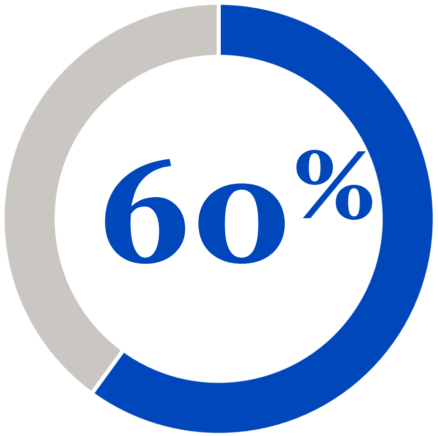
Farmers feel marginally prepared to manage or mitigate potential risk or disruptions should they occur to their operation.



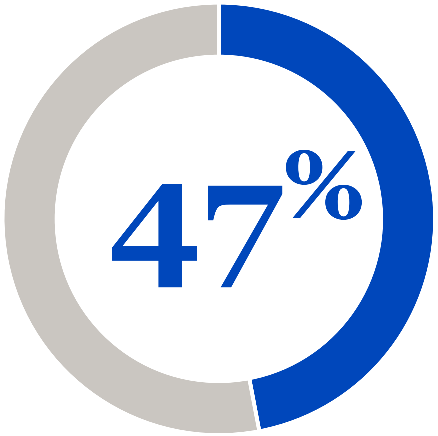
of farmers are not implementing risk mitigation practices.



of farmers are not confident they can adapt to the changing insurance landscape.



of farmers do not feel they need to demonstrate they are a good risk.



of farmers take a wait-and-see stance, believing if the risk happens, they can address it at that time.

Source: 2024 Nationwide Farm Resiliency Study.

The research

65%

of farmers do not have a business resiliency plan.

Farmers without a plan are **not positioning their farm for the future** and could **face a significant risk that puts them out of business**.

Farmers without resiliency plans **tend to take a wait-and-see approach**.

Lack of knowledge on how to develop a plan may be holding farmers back.

Source: 2024 Farm Resiliency Study.

What is Farm Risk Ready℠?

Farm Risk Ready Initiative

Farm Risk Ready is a first-of-its-kind initiative that equips farmers with the tools to identify disruption risks, create a plan and protect their future.

Through a collection of tools and resources, farmers can identify potential threats — like a supply chain disruption, loss of a market, or a disease outbreak — before they become major problems. A Farm Risk Ready Plan gives them a clear strategy to navigate disruptions and helps them respond with confidence and clarity when challenges arise.

Farm Risk Ready Plan Builder

Farmers can create a Farm Risk Ready Plan through in-person or virtual workshops or self-guided curriculum. risk resilient farm operation that can withstand business disruptions.

Workshop

Through instructor led, in-person workshops, farmers will leave with a start on their Farm Risk Ready plan and resources to complete it.

Self-Guided

A self-guided curriculum featuring step-by-step instructional videos guide farmers through the planning process, allowing them to build their plan independently.

Virtual

A series of one-hour virtual sessions provide guided support as farmers work through each step of the Farm Risk Ready planning process.

Farm Risk Ready Resources

Landing Page

Central location where farmers can learn more about Farm Risk Ready and access resources.

Learn more>>

Interactive Assessment Quiz

Helps farmers understand their level of preparedness to withstand unexpected risk and business disruption.

Take the assessment>>

White Paper

Outlines the importance of risk management and gives insights into building a Farm Risk Ready plan.

Read the white paper>>

Farm Risk Ready Resources

Five Step Guide

Learn about risks, management strategies, contingency plan, employee communication and recovery planning.

Get the five steps>>

Farm Risk Ready Radar

Outlines trending agricultural issues and how they could impact farms or ranches.

Read what’s on the radar>>

Toolkit

Content (articles, social media posts, emails) designed to help agents and advocates promote Farm Risk Ready.

Thank You

Nationwide®