

GOT RISK – A RISK AWARENESS CURRICULUM BASED ON EXPERIENTIAL LEARNING

Key*, Jeff¹, and Glewen, Matt²

¹ UW-Extension Winnebago County Agriculture Agent, 625 E. County Rd Y, STE 600, Oshkosh, WI 54901-8131

² UW-Extension Calumet County Agriculture Agent, Courthouse, 206 Court Street, Chilton, WI 53014-1198

GOT RISK had its beginning as a “Risk Awareness” curriculum with Bella Acres, a case study farm family milking 100 cows. Workshops conducted with the Bella Acres case study were well received, however, feedback from several focus groups suggested that curriculum and a video be developed for a “commercial” herd audience as well.

Key led an advisory group that identified six critical categories of risk: price; production; financial; human resources; environmental; and public/community relations. The Philip Morris Family of Companies Shared Solutions Program was approached to fund the development of the commercial herd video and DVD based on interviews with producers who operated commercial herds from California, Wisconsin, Illinois, and New York. Key and Glewen developed script content for the video project with input from Professors Margot Rudstrom, University of Minnesota Agricultural Economist and Professor Kevin Bernhardt, UW-Platteville Farm Management Specialist. Glewen and Bernhardt developed written materials for a facilitator guide and a participant manual.

Development principles for Got Risk include:

1. A learning process based on experiential/hands-on learning
2. Curriculum that is applicable for multiple delivery methods
3. Inclusion of a “how to teach” guide with PowerPoint presentations contained on a CD-ROM
4. A goal that participants develop a comprehensive risk management plan for their farm business