Topic: Ag Outlook

Rationale: Ag outlook is a very broad topic that almost always finds interest in the agricultural community. Ag outlook speakers often start by discussing the current situation with weather, prices, production and policy, and then develop the topic to tell what they predict the future to hold for the industry of agriculture. This topic would be appropriate for your agriculture education program no matter what your location. This topic would also be appropriate at any time of the year; however, some programs may find attendance at an outlook meeting is better for one scheduled right after harvest, or just before the weather warms up in the spring, other programs may find this makes no difference for their location.

Presenters: There are many individuals across the state of Missouri that are extremely qualified to present on the topic of Ag Outlook. Dr. Ron Plain of the University of Missouri Agriculture Economics Department ( plainr@missouri.edu ) and Dr. Patrick Westhoff of the Food and Agriculture Policy Research Institute (FAPRI) at the University of Missouri (Westhoff-@missouri.edu )are two well known across the state for outlook presentations. There are others at the Univ. of Missouri Ag Econ department ( http://dass.missouri.edu/agecon/faculty/ ) and at FAPRI (<http://www.fapri.missouri.edu/about_fapri/staff_directory.asp?current_page=about_fapri> ) that are qualified and willing to do outlook meetings. Any college or university in Missouri that has an Agriculture Department may well have a staff person capable and willing to do an ag outlook presentation.

Banks and lending institutions often have employees they utilize to conduct outlook meetings. It is also common for agribusinesses and corporations to have staff members that are very capable of presenting this topic as well.

Sample Press Release:

The Agriculture Education Department of the Anytown High School will be conducting an Agriculture Outlook meeting on Thursday, February 22, 2012 at 7:00 pm in the Agriculture Education Classroom. Dr. Ima Presenter of Missouri Agriculture University will be discussing the recent trends in the economy, and their implications on the future of agriculture. Dr. Presenter has been a professor of Ag Economics at the university for 20 years, and is well known for his ag outlook presentations. All are welcome!