IAEE 365

USE OF A COMPUTERIZED FEED GRAIN ANALYSIS FOR FARM BUSINESS MANAGEMENT EXTENSION EDUCATION*

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A mail-in computerized analysis was used by farmers and others to evaluate the potential additional returns (or losses) to be obtained by participating in the 1978 Wheat - Feed Program. The Program was quite different from previous grain programs, was announced rather late in terms of planning for the 1978 crop program and was generally quite confusing to farmers. Numerous pieces of information were required to accurately evaluate the potential benefits of participating in the program. They included the items listed on the attached Set Aside Program Analysis Input Form.

The primary use of the program was by farmers who completed input forms concerning their particular farm operations and mailed them to the University for batch processing. Computer output was mailed back to each farmer along with a detailed explanation of the results and their interpretation. Several agribusinesses, government agencies and educational institutions submitted input data for "standardized area farms". The resulting information was then used with clients for educational purposes.

The program was also adapted to terminal operation and was used with groups of farmers in several locations, allowing individual farmers to test different program compliance alternatives and receive immediate feedback.

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