

# MANAGING AGMARKETING GAP TROUGH RISK MANAGEMENT EDUCATION IN PUERTO RICO



SOUTHERN  
EXTENSION  
RISK MANAGEMENT  
EDUCATION



United States Department of Agriculture  
National Institute of Food and Agriculture

"This material is based upon  
work supported by  
USDA/NIFA under Award  
Number 2021-70027-42471"

# MANAGING AGMARKETING GAP TROUGH RISK MANAGEMENT EDUCATION IN PUERTO RICO



# PROJECT IMPACT REPORT



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## **Managing AgMarketing Gap Trough Risk Management Education in Puerto Rico Award**

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# PROJECT SUMMARY

This project will cover marketing risks for beginning farmers, and underserved producers in Puerto Rico, including women farmers. Census data show that Puerto Rico has 8,230 farmers, the average market value of sales is \$485.05 millions and 67% reports that have less than \$10K in sales (2018 Census of Agriculture, NASS).

Project funds are intended to provide marketing skills and consumer economics education to our target audience. Classroom sessions for two separate groups, will be organized, each comprising a minimum of 30 participants, both in Mayagüez and San Juan regions and will entail a total of 24 contact hours for each group, supplemented by 12 hours of mentoring. AgExtension Agents are encouraged to benefit from these conferences.

The second objective is to develop an applied agricultural marketing publication for farmers in Spanish language containing topics such as marketing basics, marketing skills, conducting market research including the consumers, data bases and a marketing plan template. A website will be updated so people with internet access can do the online training, a test after each module will be included. Both objectives will contribute to improve skills of management and marketing risks that will result in increasing economic viability and profitability of farmers.

## TEAM & ORGANIZATION

The College of Agricultural Sciences (CAS) is an 1862 Land Grant Institution is accredited by the Middle-States-Association-of-Colleges-and-Schools, is a Hispanic-Serving-Institution, and have agreements with NGOs, PR Department of Agriculture, corporations, and agribusiness in PR. The mission of the CAS is to "contribute, through education, research and extension to the creation of agricultural enterprises and to the development of an economically feasible and competitive agricultural industry for the island".

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# SCOPE

**2** Groups

**5** Speakers

**1** Day-long  
Conference

**51** Contact  
hours

# TOPICS

Marketing Strategy

Marketing Risks

Economic factors and Market trends

Consumer based decision making

Market Segmentation and Target Markets

Market and consumer research

Pricing

Advertising and Social Media

Business and Marketing Plan

Development

Legal Risk

Value Added

# OUTREACH



**127** People impacted in Legal Risk



**370** People Trainings in Marketing



**36** People Participated in the Added Value Conference

**20** People Participated in the US Virgin Islands Seminars

**553**

Number of people impacted

# WHO ATTENDED?

Farmers, ranchers, veterans and Agronomists attended from **15** municipalities all around Puerto Rico.

**1** participant was a Veterans

Of the respondents: **7** had family members in the Armed Forces

**31.8%**  
have crop  
insurance

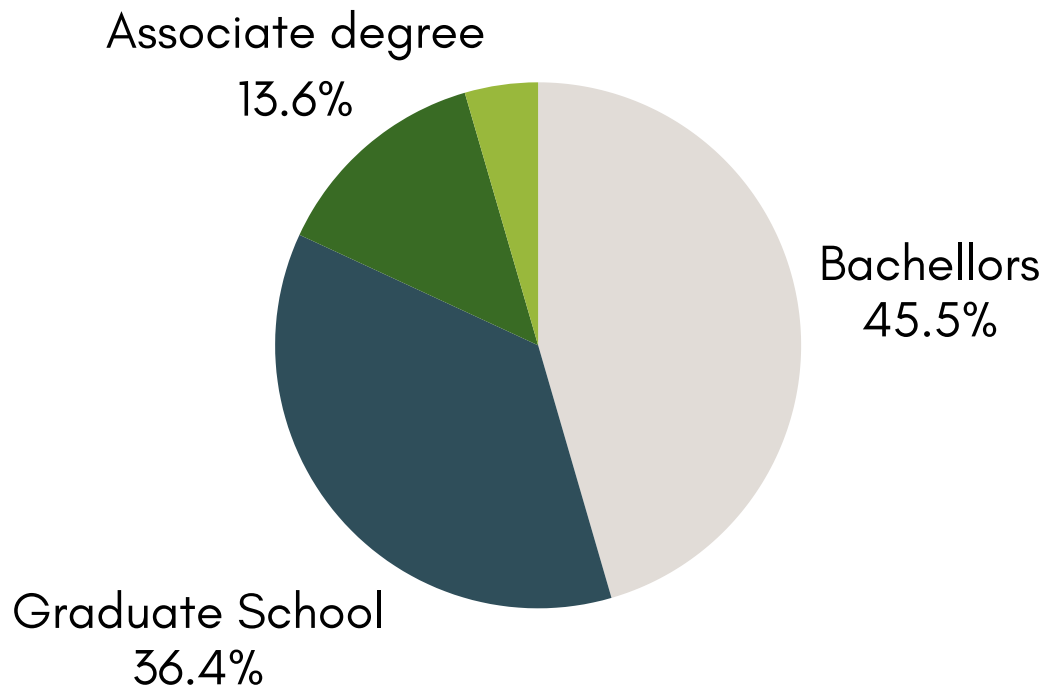
**23.5%**  
plan to get  
farm  
insurance

**68.2%**  
Female

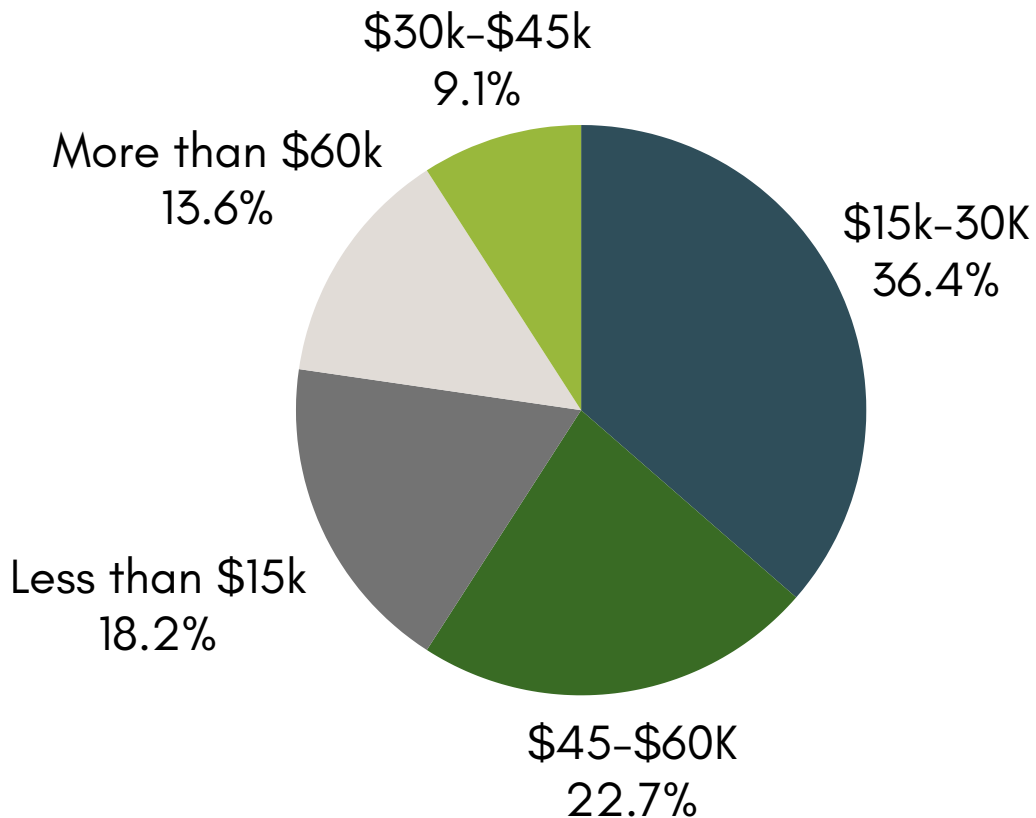
**59.1%**  
have off farm  
income

**63%**  
are begining farmers  
and ranchers

# LEVEL OF EDUCATION



# HOUSEHOLD INCOME



# TOPICS INTERESTED IN TAKING

**Agripreneurship, Finance and Management:** Strong interest in courses related to agricultural entrepreneurship, managing finances, payroll, and the general administration of an agricultural business.

**Agricultural Marketing:** A significant number of responses requested courses specifically on agricultural marketing.

**Agricultural Practices and Production:** Interest was expressed in specific topics like sustainable agriculture, organic farming, pest management, soil management, beekeeping (apicultura), aquaponics, sprouts (germinados), horticulture, and cheesemaking (elaboración de quesos).

**Business Planning and Proposals:** Courses on developing a business plan and writing proposals were requested.

**General Interest:** Several respondents indicated interest in all available courses, courses related to farm development and improvement, or education about their specific products.

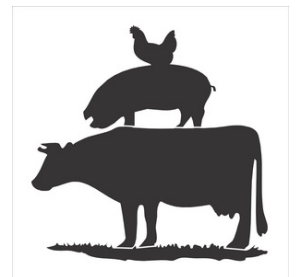
# THEIR AGRIBUSINESS

**45%** of the respondents have less than 24 acres of farm land

**9%** of the respondents have more than 75 acres of farm land

**22%** of the respondents rent farm land for their operation

**87%** of the respondents have **crop farms**



While **13%** have **livestock** agribusinesses

# TRENDS | How have the workshops helped their agribusiness?

## The most common responses were:

"I have a Better understanding of Marketing"

"It will help me develop a **Marketing Plan**"

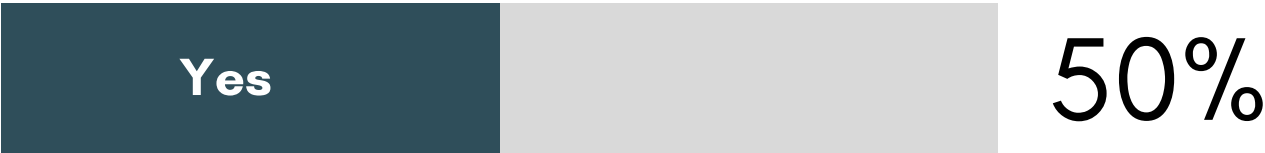
"The workshops have helped me understand the importance of Marketing"

"The course help me create better strategies to improve sales"

# PROJECT ACHIEVEMENTS:

## Business Plan

Before the course has a Business Plan

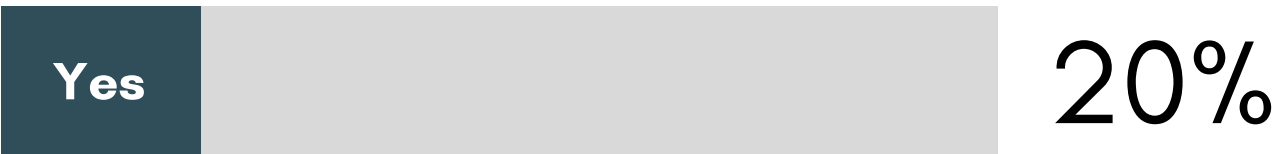


After the course plan on preparing a Business Plan



## Marketing Plan

Before the course has a Marketing Plan



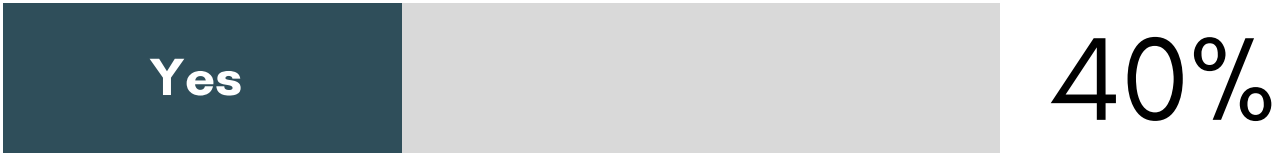
After the course plan on preparing a Marketing Plan



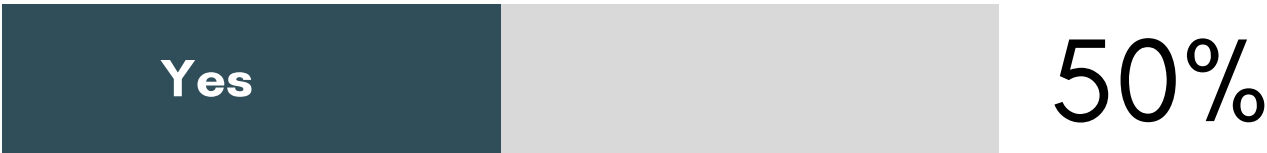
# PROJECT ACHIEVEMENTS:

## Consumer Study

Before the course did you study the consumers

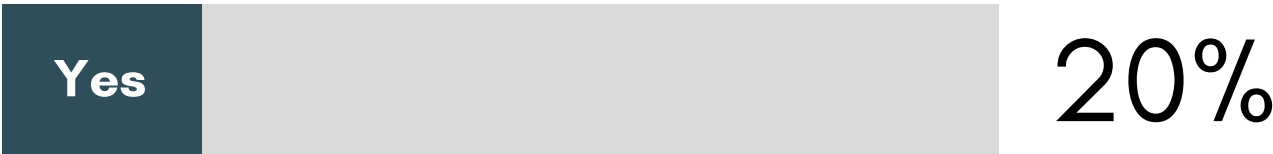


After the course did you study the consumers

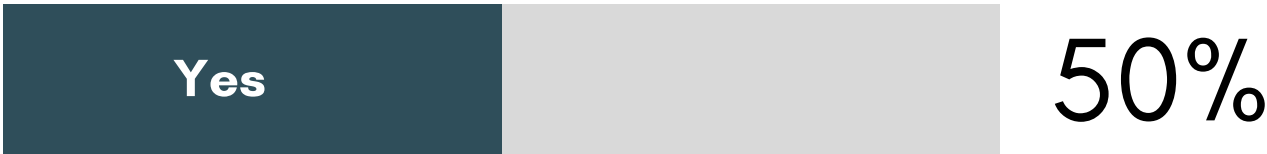


## Market Study

Before the course had studied the market



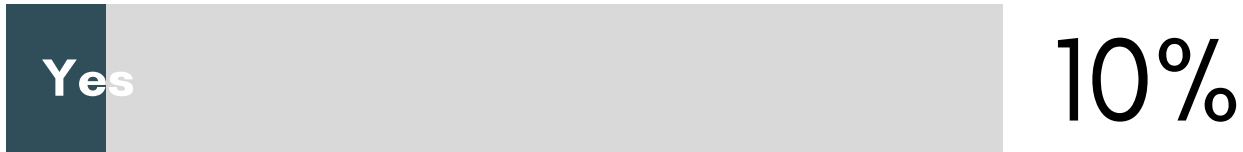
After the course had studied the market



# PROJECT ACHIEVEMENTS:

## Market changes

Before the course did you know how to reach after a market change



After the course did you know how to reach after a market change



## Social Media

Before the course did you promote in social media



After the course id you promote in social media

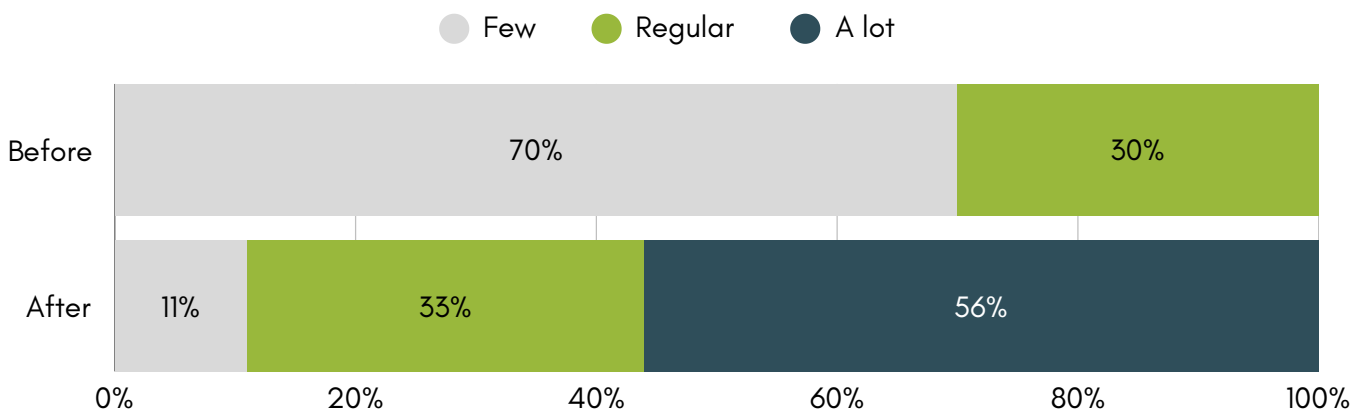


# RISK MANAGEMENT

The participants **increased** their knowledge in:

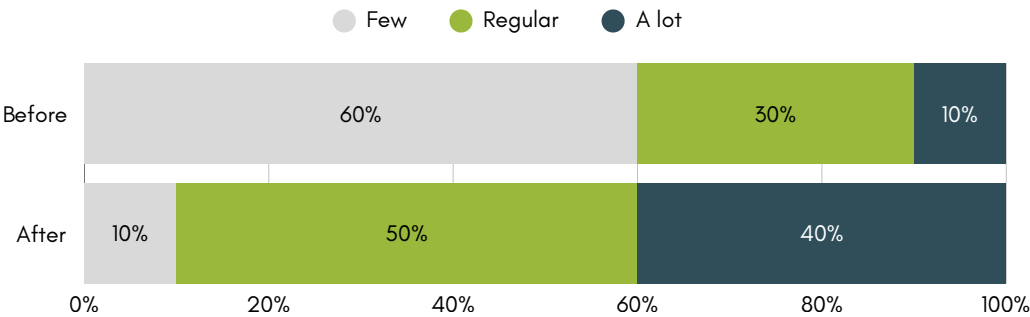
- Agricultural Risks
- Strategies to reduce risk
- Marketing strategies
- Marketing Strategies
- Development of Business Plan
- Demand and supply of goods and services
- Price strategies to reduce risk
- Development of Business Plan

## Agricultural Risks Knowledge

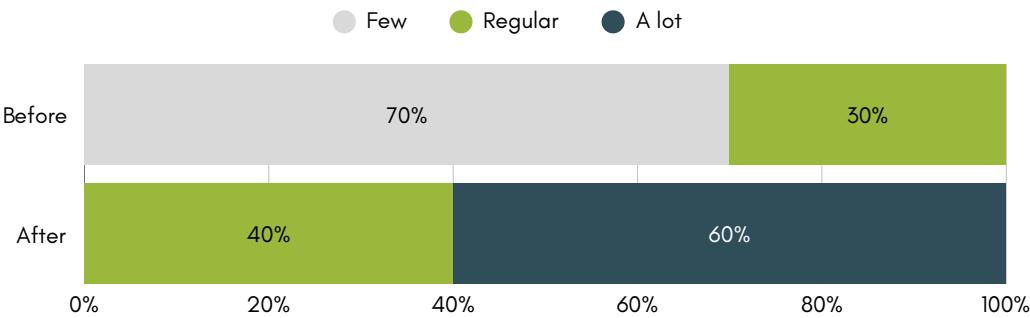


# RISK MANAGEMENT

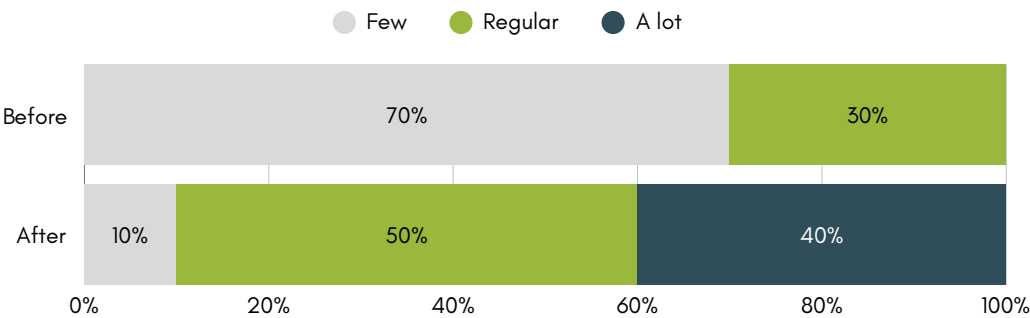
## Risks Strategies Knowledge



## Marketing Strategies Knowledge

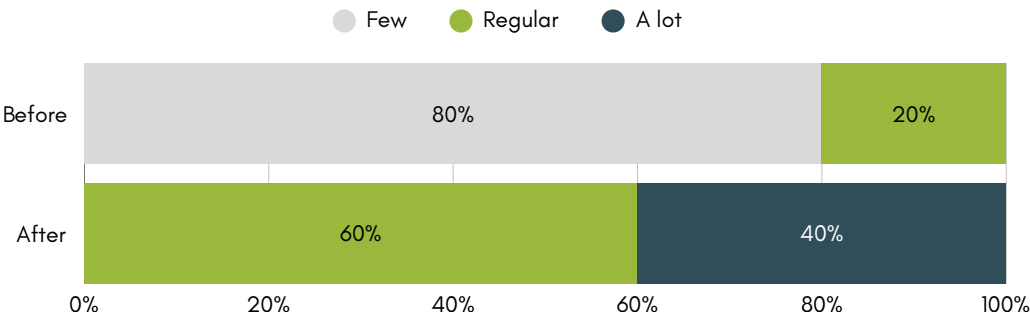


## Price Strategies Knowledge

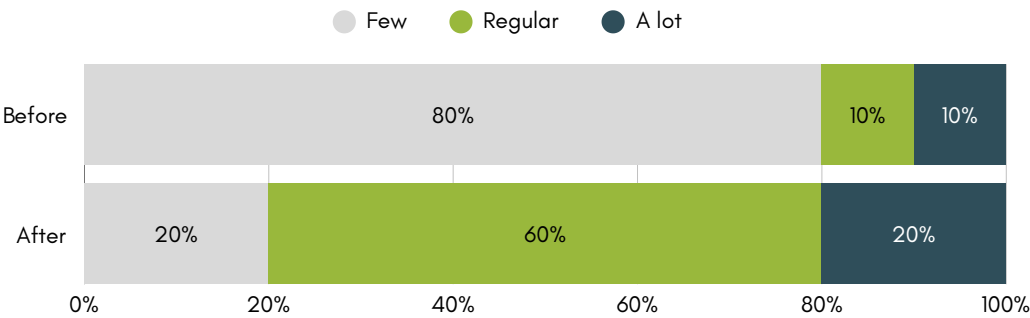


# RISK MANAGEMENT

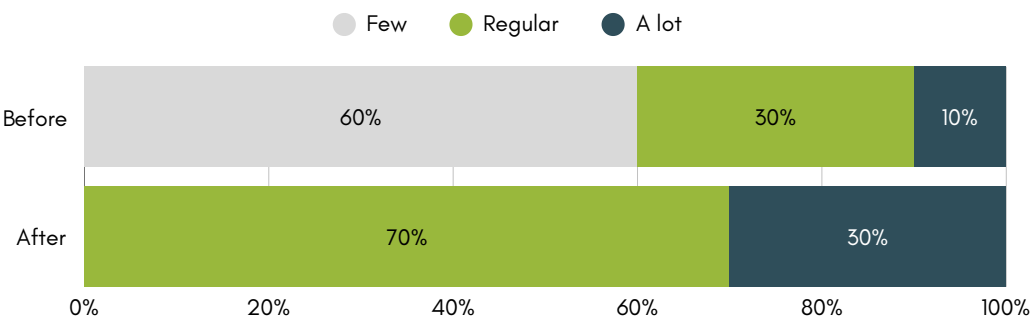
## Demand and Supply Knowledge



## Knowledge in Development of a Marketing Plan

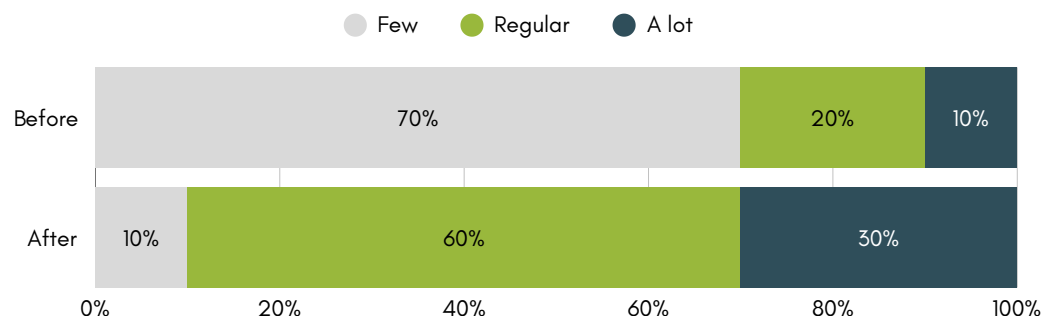


## Knowledge in Development of a Business Plan

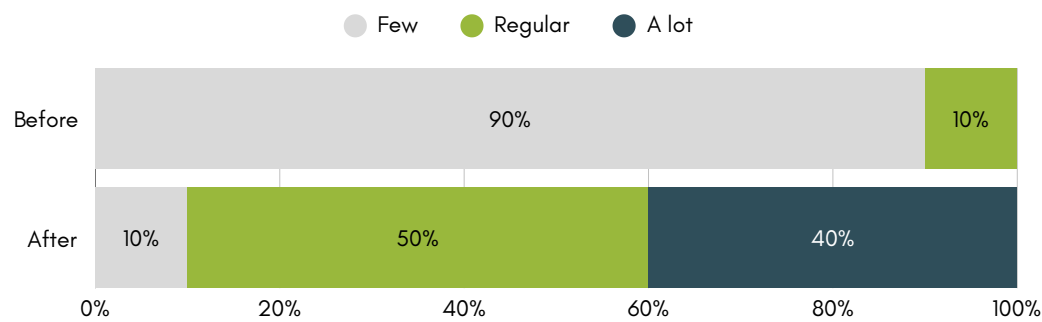


# RISK MANAGEMENT

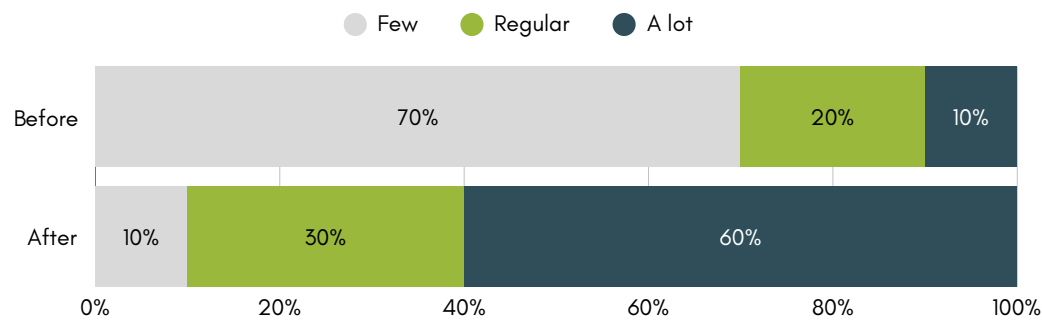
## Knowledge on How to Study Consumers



## Knowledge in Marketing Segmentation



## Knowledge in Target Market



# AGRIBUSINESS ADMINISTRATION

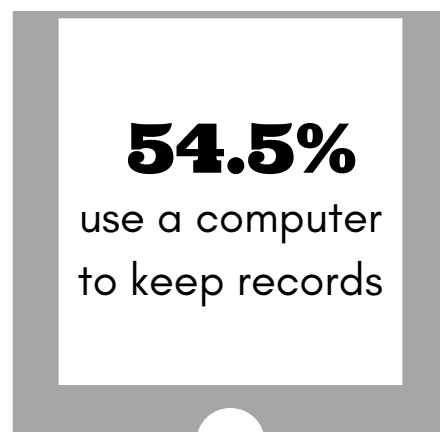
Is there any  
record keeping  
in your farm?



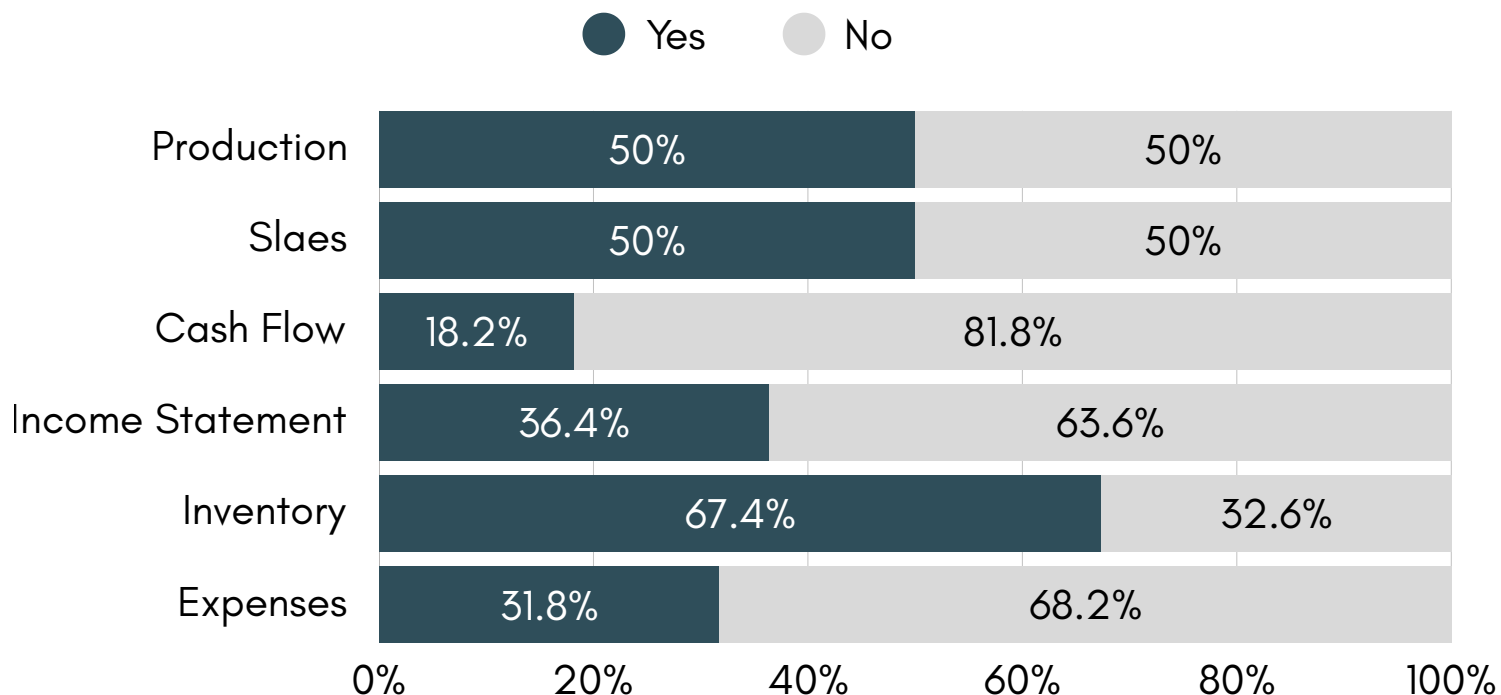
**54.5%**  
keep records



**45.5%**  
don't keep records



## WHICH RECORDS WERE MOST AND LEAST ADOPTED?



# PUBLICATION COVER

Ag-Marketing: Writing your  
Marketing Plan in Spanish  
(Mercadeo de Productos Agrícolas:  
Preparando el Plan de Mercadeo)



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**Tatiana Méndez Toro, PhD**



**SOUTHERN  
EXTENSION  
RISK MANAGEMENT  
EDUCATION**



United States Department of Agriculture  
National Institute of Food and Agriculture

# PUBLICATION COVER

12 Legal Aspects Every Farmers  
Should Know in Spanish (12  
Aspectos Legales que Todo  
Agricultor Debe Conocer)

12 ASPECTOS LEGALES QUE TODO AGRICULTOR DEBE CONOCER  
PARA EL MANEJO DE RIESGOS EN LA FINCA



## 12 Aspectos Legales que Todo Agricultor Debe Conocer

Para el Manejo de Riesgos en la Finca

Lcdo. Javier Rivera-Aquino, BSA, JD, LLM

2021 Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veterans  
9/26/25



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