

HELPING FLORIDA'S FARMERS Prosper

Access to land and capital are two of the biggest challenges for new farmers and ranchers (USDA, 2019). By assisting current and aspiring farmers to access financing, acquire farmland, write a business plan, and use economic analysis to inform business decisions, UF/IFAS Extension can improve rates of farm business startup and farm profitability. By increasing awareness of evidence-based information, Extension can help agricultural producers and policy makers understand the implications of policy decisions. UF/IFAS statewide programs in farm economics, entrepreneurship and management reach beginning and experienced farmers; food entrepreneurs; agricultural input and service providers; and government agencies.

Agriculture plays a significant role in Florida's economy, generating **\$16 billion** in revenues and supporting an estimated **165,000 jobs**.¹

Florida has **44,703 farm operations** on **9.7 million acres**.²

In 2023, 55 faculty taught **45,874** farm economics, entrepreneurship, and management program **participants** in person or virtually via online platforms like Zoom and Microsoft Teams, conducted **14,190 consultations**, and educated **500,000** more through **social media** such as Facebook Live, podcasts, and videos.

Resulting impact³...

7,174

producers reported increased dollar returns or reduced costs.

4,436

program participants increased awareness or knowledge of topics related to farm economics, agribusiness management or marketing, the agricultural industry, or policy issues.

2,405

increased skill, ability, or confidence in performing tasks or making decisions related to farm economics or agribusiness management and marketing.

1,069

adopted recommended agribusiness management or marketing practices.

376

accessed financing or cost-share, accessed farmland, accessed new markets, or started or expanded a business.

¹ Economic Contributions of Florida's Agriculture, Natural Resources, and Food Industries, 2019, fred.ifas.ufl.edu/extension/economic-impact-analysis-program/regional-economic-analysis/.

² USDA 2022 Census of Agriculture

³ Based on follow-up surveys and post-test evaluations conducted of some program participants.

