What is “benchmarking” anyway? Why should I use benchmarks in my farm management? How can they help me improve my profitability? Where can I find benchmark data? And How can I use it? What should I consider next?

This webinar is recommended for any agricultural managers who wish to take their businesses to the next level of success. Regardless of size, how long you've been in business or whether you're happy with your current profit levels or not, benchmarking can help. Tune in to find out how.

This webinar is free and open to all. To register, see below. For those who cannot attend live, it will be recorded and posted at https://ctfarmrisk.extension.uconn.edu following the session.

Chris Laughton is the Director of Knowledge Exchange at Farm Credit East. In his role there he is responsible for research and analysis of Northeast agriculture. He writes frequently about the junction between agricultural production, economics, and policy. He conducts outreach to the diverse agricultural communities of the region, and oversees Farm Credit East’s customer education programs, including webinars, and live events. He holds a bachelor’s degree in horticulture from Cornell University, an MBA from the University of Massachusetts, and a master of science in applied and resource economics from the University of Connecticut. Chris grew up in Eastern Massachusetts, where he worked in his family’s greenhouse/nursery business before joining Farm Credit East.

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