The Trade Adjustment Assistance Program Nears Completion

The Trade Adjustment Assistance Program (TAA) was part of the American Recovery and Reinvestment Act (ARRA) of 2009. The modified Trade Adjustment Assistance for Farmers Program provided producers of raw agricultural commodities (farmers, ranchers or fishermen), who had experienced significant declines in price or production because of foreign competition, educational and cash benefits. The Trade Adjustment Assistance Program for farmers and fishermen was re-authorized in 2012, however, it was left unfunded; therefore, TAA benefits will come to an end for farmers and fishermen throughout the United States. The final deadline for completion of the education phase of TAA, designed to help producers adjust to the changing economic environment brought on by opening up to global trade and the resulting import competition, was September 30, 2013. The program provided both cash benefits to eligible producers as well as educational assistance to help them create and implement a new business plan to better equip them to compete in the global economy.

Figure 1 (on next page) indicates that 10,237 producers from 43 different states signed up for TAA benefits. There was an education requirement of at least 12 hours to qualify for cash benefits. Approximately 89 percent (9,091 producers), completed the required 12 hours of educational training, and approximately 28 percent (2,515) of those who completed the training chose to continue attending educational classes beyond the required 12 hours. Eighty producers chose to take 24 hours or more of educational classes. There were 172 business planning consultants trained to assist producers with their long-term and personal business plans. Of the 9,091 producers that completed the required training, 8,669 finished their personal or long-term business plan.

The delivery phase of the TAA for Farmers Program is now complete. We are in the process of the final
program evaluation, and preliminary evaluation results for two of the commodities located in the Midwest Region indicate producers received large benefits from the educational aspects of the program.

Figure 2 (below) indicates that nine out of ten producers who had completed the Personal or Long-Term Business Plan believed their business was now more efficient as a result of the training they received.

Figure 3 (on next page) indicates over 95 percent of producers felt the TAA program was “worth the effort.”

Figure 4 (on next page) indicates, when asked, if developing a TAA Long-Term Business Plan was a Burden or an Opportunity. Ninety-five percent responded that it was an opportunity.

A somewhat surprising find was the number of producers that chose on-line education as opposed to an “in-person” format. Of the 9,091 that completed their training, over 2,800 chose to do so on-line. The age of producers may have been slightly less than national averages; however, we did not expect such a high utilization of the on-line curriculum.

The TAA for Farmers Program’s final evaluation will be completed by July 2014, and preliminary evaluations have been very strong. Numerous individuals have written personal accounts of the tremendous impact the TAA program has had on their lives and the lives of their families.

Dave Goeller, (402) 472-0661
Deputy Director of the North Central Risk Management Education Center
Department of Agricultural Economics
University of Nebraska-Lincoln
dgoeller@unl.edu
TAA Evaluation
8 – 12 Months after Personal/LTBP Completion

- Was the training you received from the TAA program worth the effort?

Figure 3.

TAA Evaluation
8 – 12 Months after Personal/LTBP Completion

- Did you view development of the long-term business plan as a Burden or an Opportunity?

Figure 4.