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# **‘Relevant Risk’ agribusiness podcast launched by Fryar Price Risk Management Center of Excellence**

By John Lovett

U of A System Division of Agriculture

## Fast facts

* “Relevant Risk” podcast launched Jan. 13 to offer timely, in-depth analysis of agribusiness issues
* Co-hosts John Anderson and Andrew McKenzie are professors of agricultural economics and agribusiness
* Listen here: [https://fryar-risk-center.uada.edu/podcast/introducing-the-relevant-risk-podcast](https://fryar-risk-center.uada.edu/podcast/introducing-the-relevant-risk-podcast/)

(514 words)

FAYETTEVILLE, Ark. — The Fryar Price Risk Management Center of Excellence launched a podcast to offer more timely analysis of current agribusiness issues.

“Relevant Risk” is co-hosted by John Anderson and Andrew McKenzie, professors of agricultural economics and agribusiness in the department of agricultural economics and agribusiness within the University of Arkansas System. A link to the podcast is on the top banner of the website for the Center at <https://fryar-risk-center.uada.edu>. The first episode was posted on Jan. 13 and offers an introduction to the Fryar Center and its mission.

"We wanted to have a convenient, accessible way to highlight the work of the center,” Anderson said. “Podcasts seem to be growing by leaps and bounds in popularity, so it’s an increasingly effective way to keep our stakeholders informed of what is going on with the Fryar Center.”

With a podcast, Anderson and McKenzie said they can be more responsive to emerging issues than traditional academic outlets and offer industry-informed learning from the center. The format is also conducive to offering in-depth analysis, they said.

“Not as in-depth as a peer-reviewed journal article, but more so than a brief press release,” Anderson said. “The podcast certainly won’t replace our traditional academic outputs, but it will complement them in an important way, helping us to get relevant information out more quickly but still with considerable detail and context.”

“Relevant Risk” also allows the Fryar Center to expand its mission to share industry-informed knowledge, not just with other academic professionals, but with other agricultural stakeholders and students.

"In terms of relevant risk management, we have people in the supply chain that need to understand their risk exposure, understand the tools that are available to them to manage that risk, and understand how to deploy those tools to maximum effectiveness,” Anderson says in the podcast.

“We’re very much interested in trying to research and get into depth on what is the risk and how to manage it, and what likely factors are going to influence risk in the future for different commodities,” McKenzie adds.

The Fryer Center carries out teaching activities through the Dale Bumpers College of Agricultural Food and Life Sciences at the University of Arkansas in Fayetteville. Research and extension activities are conducted through the Arkansas Agricultural Experiment Station and Cooperative Extension Service, the research and extension arms of the University of Arkansas System Division of Agriculture, respectively.

The center was founded by Ed and Michelle Fryer, both alumni of the agricultural economics and agribusiness department at the University of Arkansas. Ed Fryar was also a professor at the university after earning his doctorate at the University of Minnesota. He went on to forge a successful career in the poultry industry, Anderson noted in the inaugural podcast.

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## About the Division of Agriculture

The University of Arkansas System Division of Agriculture’s mission is to strengthen agriculture, communities, and families by connecting trusted research to the adoption of best practices. Through the Agricultural Experiment Station and the Cooperative Extension Service, the Division of Agriculture conducts research and extension work within the nation’s historic land grant education system.

The Division of Agriculture is one of 20 entities within the University of Arkansas System. It has offices in all 75 counties in Arkansas and faculty on five system campuses.

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

**About the Dale Bumpers College of Agricultural, Food and Life Sciences**

Bumpers College provides life-changing opportunities to position and prepare graduates who will be leaders in the businesses associated with foods, family, the environment, agriculture, sustainability and human quality of life; and who will be first-choice candidates of employers looking for leaders, innovators, policy makers and entrepreneurs. The college is named for Dale Bumpers, former Arkansas governor and longtime U.S. senator who made the state prominent in national and international agriculture. For more information about Bumpers College, visit our [website](https://bumperscollege.uark.edu/index.php), and follow us on Twitter at [@BumpersCollege](https://twitter.com/bumperscollege) and Instagram at [BumpersCollege](https://www.instagram.com/bumperscollege/).

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