

# KEVIN L. HERBEL

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## EDUCATION

**Master of Science**, Kansas State University, Manhattan, KS

July 1991

Major: Agricultural Economics

**Bachelor of Science**, Kansas State University, Manhattan, KS

December 1988

Major: Agricultural Economics, Specialty Option—Agricultural Mechanization

**Associate of Arts**, Hesston College, Hesston, KS

May 1986

Major: Agriculture

## EXPERIENCE

**Executive Director, Kansas Farm Management Association Program and K-MAR-105 Association**

June 2007—present

K-State Research and Extension, Department of Agricultural Economics, Manhattan, KS

Provide guidance and leadership to the KFMA Program and the K-MAR-105 Association. Coordinate the activities of KFMA Economists and Associate Economists as they deliver the KFMA Program to the farm families of Kansas. Administrate the process of collecting financial and production records for use as a database for research, teaching and extension programs in farm management at Kansas State University. Facilitate the use of the KFMA data in research and Extension activities.

**State Economist**

January 2007—June 2007

K-MAR-105 Association, Manhattan, KS

(Part-time)

Assisted the administrator of the K-MAR-105 Association in developing and implementing training for association economists and office staff. Participated in the process of collecting financial and production records as a data base for research, teaching and extension programs in farm management at Kansas State University.

**Extension Agricultural Economist—Kansas Farm Management Association N.E.**

January 2006—April 2006

Cooperative Extension Service, Kansas State University, Manhattan, KS

(Part-time, Temporary)

Provided training and assistance to agricultural economists in collecting and analyzing detailed financial and production records for Farm Management Association members. Assisted in providing financial and production data to the Department of Agricultural Economics, Kansas State University, to be used as a data base for research, teaching, and extension programs in farm management.

**Extension Farm Analyst**

March 2004—June 2007

Cooperative Extension Service, Kansas State University, Manhattan, KS

(Part-time)

Assisted farm families encountering a variety of challenges. Intensive one-on-one consultation focused on analyzing the existing operation and looking at alternative plans to restore or improve the operation's profitability. Issues involving the process of transferring farms to the next generation and assisting with ideas for intergenerational business planning were often a part of this process.

**Extension Assistant—Grazing Land Water Quality Education Program**

February 2004—December 2006

Extension Agricultural Economics, Kansas State University, Manhattan, KS

(Part-time)

Worked together with project team to implement the Kansas Grazing Land Water Quality Program. The program assisted grazing resource managers in evaluating existing resources and developing management and capital improvement alternatives that were both environmentally and economically efficient.

**Extension Agricultural Economist—Kansas Farm Management Association N.C.**

August 1994—July 2003

Cooperative Extension Service, Kansas State University (office base in Abilene, KS)

Assisted 125 member-farm families in ten Kansas counties to keep detailed financial and production records. Provided guidance to these families in the analysis of their records and helped them to develop business management, and marketing, goals and alternatives. Developed an educational process which enabled analysis of their records for use in financial planning and tax management. Provided financial and production data to the Department of Agricultural Economics, Kansas State University, to be used as a data base for research, teaching, and extension programs in farm management.

**EXPERIENCE**  
(continued)

- Extension Farm Analyst** December 1993—August 1994  
Cooperative Extension Service, Kansas State University, Manhattan, KS (Part-time)  
Assisted Kansas farm families by providing confidential consultation in either financial or weather-related crisis situations, primarily using the FinPack™ computer program. Involved working with referrals from the Kansas Emergency Flood Recovery Assistance Center (KEFRAC) and the Farmers Assistance, Counseling and Training Service (FACTS).
- Extension Assistant—Farmstead Assessment System** October 1991—August 1994  
Extension Agricultural Engineering, Kansas State University, Manhattan, KS  
Coordinated efforts for state-wide testing and implementation of the Kansas Farmstead Assessment System (Farm\*A\*Syst) program. This involved coordination of several agencies at the state and local levels to provide training and assistance in getting the program started. During 1991-92 coordinated the development of the Kansas Farm\*A\*Syst package, along with pilot testing and review of the materials. Farm\*A\*Syst is a farmstead and point-source pollution management program.
- Extension Assistant—Balanced Farming and Family Living Program** September 1989—September 1991  
Extension Agricultural Economics, Kansas State University, Manhattan, KS  
Provided financial consultation for Kansas farm families with the use of the FinPack™ computer program and enterprise budgeting. Organized and edited a monthly newsletter and assisted with preparation of the program manual. Served as coordinator for the evaluation phase of the BFFL program, which involved evaluation preparation and administration, as well as writing of the final report.

**PUBLICATIONS/OTHER RESOURCES**

- Kansas Farm Management Association Program Website (Updated regularly with current information)  
[www.AgManager.info/KFMA](http://www.AgManager.info/KFMA)
- Annual ProfitLink and Enterprise Summaries and Executive Summary Reports (Published Annually)  
Kansas Farm Management Association [www.AgManager.info/KFMA](http://www.AgManager.info/KFMA)
- Dikeman, M.A., K.L. Herbel, E.C. Plummer and R. Kohman, “*KFMA 2020 Analysis Memo*” for use at KFMA Economist and staff Analysis Update Sessions, December 2020
- Reid, R.M., K.L. Herbel and A.M. Featherstone, “*Summary of Health Care Costs on Kansas Farm Management Association Farm 2010-2019*” Paper posted at <https://agmanager.info/finance-business-planning/financial-management/summary-health-care-costs-kansas-farm-management>, October 19, 2020
- Dikeman, M.A., K.L. Herbel, A. Stepanovic, S.A. Dikeman, E.C. Plummer, “*We Are Hiring An Employee, Now What?—A Guide to Agricultural Employment in Kansas*”, developed for use by KFMA Economists and KFMA Members, Updated October 2020
- Plummer, E.C., R. Kohman, M.A. Dikeman, K.L. Herbel, “*KFMA Economist Manual*”, Prepared for use in training and professional development of KFMA Economists, Updated September 2020
- Reid, R.M. and K.L. Herbel, “*Financial Benchmarking to Assess a Farm’s Financial Position in a Struggling Agricultural Economy*” Paper posted at <http://www.agmanager.info/finpack/financial-benchmarking-tool>, June 11, 2020
- Ibendahl, G.A., K.L. Herbel, and D.M. O’Brien, “*A Preliminary Estimate of 2020 Kansas Net Farm Income*”, Paper posted at <https://agmanager.info/kfma/research-articles/preliminary-estimate-2020-kansas-net-farm-income>, May 22, 2020
- Plummer, E.C., A.A. Poston, M.A. Dikeman and K.L. Herbel, “*An Overview of Tax Related Provisions for Agricultural Producers in Recent COVID-19 Legislation*”, Paper posted at <https://agmanager.info/kfma/research-articles/overview-tax-related-provisions-agricultural-producers-recent-covid-19>, April 4, 2020
- Ibendahl, G.A., A.M. Featherstone and K.L. Herbel, “*A Preliminary Estimate of 2019 Enterprise Profitability*”, Paper posted at <https://agmanager.info/kfma/research-articles/preliminary-estimate-2019-enterprise-profitability>, February 6, 2020

## PUBLICATIONS/OTHER RESOURCES

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Kansas Farm Management Association Quarterly e-Newsletter, Published/Posted July 2015 through December 2019, Herbel, K.L. and A.R. Ruiz, Editors

Dikeman, M.A., K.L. Herbel, “*KFMA 2019 Analysis Memo*” for use at KFMA Economist and staff Analysis Update Sessions, December 2019

Herbel, K.L., “*Using Data to Identify Management Practice Impact on Profitability*” Posted in November 2019 *Beef Tips* Newsletter, <https://enewslatters.k-state.edu/beeftips/category/november-2019/>, October 31, 2019

Bowmann, W, D.L. Pendell and K.L. Herbel, “*Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2014-2018 Kansas Farm Management Association Cow-Calf Enterprise*” paper posted at <https://agmanager.info/livestock-meat/production-economics/differences-between-high-medium-and-low-profit-cow-calf-1>, September 18, 2019

Shear, H.E. and K.L. Herbel, “*A Snapshot of Kansas Cow-Calf Producers: An Analysis of 2018 Kansas Farm Management Association Cow-Calf Enterprises*” Paper posted at <http://agmanager.info/kfma/research-articles/snapshot-kansas-cow-calf-producers>, September 16, 2019

Reid, R. and K.L. Herbel, “*Financial Benchmarking to Assess a Farm’s Financial Position in a Struggling Agricultural Economy*” paper posted at <http://www.agmanager.info/finpack/financial-benchmarking-tool>, July 23, 2019

Herbel, K.L., “*Know Your Financial Position, Cost Structure and Resources*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-spring-2019>, June 5, 2019

Herbel, K.L. and A.N. Ruiz, “*A Note About KFMA Cow-Calf Data*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-spring-2019>, June 5, 2019

Herbel, K.L. and M.A. Dikeman, “*KFMA 2018 Analysis Memo*” for use at KFMA Economist and staff Analysis Update Sessions, December 2018

Herbel, K.L., “*Manage Your Farm and Your Family’s Future, Today*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-september-2018>, October 15, 2018

Bowmann, W, D.L. Pendell and K.L. Herbel, “*Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2013-2017 Kansas Farm Management Association Cow-Calf Enterprise*” paper posted at <https://agmanager.info/livestock-meat/production-economics/differences-between-high-medium-and-low-profit-cow-calf-0>, September 5, 2018

Herbel, K.L., “*Focused Management Efforts Needed in Current Environment*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-june-2018>, June 28, 2018

Reid, R. K.L. Herbel and M.A. Dikeman, “*Financial Benchmarking to Assess a Farm’s Financial Position in a Struggling Agricultural Economy*” paper posted at <http://www.agmanager.info/finpack/financial-benchmarking-tool>, June 18, 2018

Herbel, K.L., “*How Do You Manage the Variability and Risk in Agriculture?*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-march-2018>, April 6, 2018

Pendell, D.L. and K.L. Herbel, “*Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2012-2016 Kansas Farm Management Association Cow-Calf Enterprise*” paper posted at <http://www.agmanager.info/livestock-meat/production-economics/differences-between-high-medium-and-low-profit-cow-calf>, January 2, 2018

Herbel, K.L., “*Do You Have a Plan for your Farm’s Success?*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-december-2017>, December 20, 2017

MF-270, Reid, R. and K.L. Herbel, “*Financial Ratios Used in Financial Management*” Kansas State University, December 2017

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MF-275, Reid, R. and K.L. Herbel, “*Cash Flow Projection for Operating Loan Determination*” Kansas State University, December 2017

MF-291, Reid, R. and K.L. Herbel, “*Balance Sheet—A Financial Management Tool*” Kansas State University, December 2017

MF-294, Reid, R. and K.L. Herbel, “*Income Statement—A Financial Management Tool*” Kansas State University, December 2017

Reid, R. and K.L. Herbel, “*Financial Ratios Used in Farm Management*” Paper posted at <http://www.agmanager.info/farm-financial-management-page/financial-ratios-used-farm-management>, December 1, 2017

Reid, R. and K.L. Herbel, “*Cash Flow Projection for Operating Loan Determination*” Excel Spreadsheet and paper posted at <http://www.agmanager.info/farm-management-guides-0/cash-flow-projection-operating-loan-determination>, December 1, 2017

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Reid, R. and K.L. Herbel, “*Balance Sheet: A Financial Management Tool*” Excel Spreadsheet and paper posted at <http://www.agmanager.info/farm-management-guides-0/balance-sheet-financial-management-tool>, December 1, 2017

Herbel, K.L., “*To Plan Your Future – Know Your Numbers, Use Your Numbers*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-september-2017>, September 28, 2017

Reid, R. and K.L. Herbel, “*Financial Benchmarking to Assess a Farm’s Financial Position in a Struggling Agricultural Economy*” posted at <http://www.agmanager.info/ksu-farm-benchmarking-tool>, August 28, 2017

Herbel, K.L., “*2016 KFMA Numbers are in...Average NFI is up but Struggles Continue*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-june-2017>, June 28, 2017

Herbel, K.L., “*Principles for Your Management Success*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-march-2017>, March 30, 2017

Herbel, K.L., “*Are Your Records a Key to Your Future?*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/kfma-newsletter-march-2017>, March 30, 2017

Reid, R. and K.L. Herbel, “*Financial Benchmarking to Assess a Farm’s Financial Position in a Struggling Agricultural Economy*” posted at <http://www.agmanager.info/financial-benchmarking-assess-farm%E2%80%99s-financial-position-struggling-agricultural-economy>, December 1, 2016

Herbel, K.L., “*Understand Your Farm’s Financial Position*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/december-2016>, December 2016

Pendell, D.L., K.L. Herbel, “*Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2011-2015 Kansas Farm Management Association Cow-Calf Enterprise*” posted at <http://www.agmanager.info/differences-between-high-medium-and-low-profit-cow-calf-producers-analysis-2011-2015-kansas-farm>, November 30, 2016

Herbel, K.L., “*Quality Records: Essential to Manage Effectively*”, KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/september-2016>, September 2016

Zulauf, C., J. Lim, S.-H. Kim, V. Demircan, G. Schnitkey, K. Herbel, and A. Barnaby. “Why is Revenue More Variable over the Growing Season in Kansas than Illinois?” *farmdoc daily* (6):143, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, July 29, 2016. <http://farmdocdaily.illinois.edu/2016/07/why-revenue-more-variable-over-growing-season.html>

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<http://farmdocdaily.illinois.edu/2016/07/county-farm-loss-basis-evidence-data.html>
- Zulauf, C., J. Lim, S.-H. Kim, V. Demircan, G. Schnitkey, K. Herbel, and A. Barnaby. "Growing Season Crop Losses since 1978 on the Same Illinois and Kansas Farms" *farmdoc daily* (6):131, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, July 13, 2016.  
<http://farmdocdaily.illinois.edu/2016/07/growing-season-crop-losses-1978-illinois-kansas.html>
- Herbel, K.L., "Understand Your Past to Chart the Path for Your Future", KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/june-2016>, June 2016
- Herbel, K.L., "Proactively Manage in Uncertain Times", KFMA Newsletter posted at <http://www.agmanager.info/kfma/newsletters/march-2016>, March 2016
- Pendell, D.L. and K.L. Herbel, "Feed costs: Your comparative advantage?", *Progressive Cattleman*, March 2016, also posted at <http://www.progressivecattle.com/topics/feed-nutrition/7217-feed-costs-your-comparative-advantage>
- Pendell, D.L., Y.J. Kim and K.L. Herbel, "Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2010-2014 Kansas Farm Management Association Cow-Calf Enterprise" posted at [http://www.AgManager.info/livestock/budgets/production/beef/Cow-Calf\\_2015.pdf](http://www.AgManager.info/livestock/budgets/production/beef/Cow-Calf_2015.pdf) December 2015
- Pendell, D.L. and K.L. Herbel, "Feed Costs: Pasture vs Non Pasture Costs: An Analysis of 2010-2014 Kansas Farm Management Association Cow Calf Enterprise" posted at [http://www.AgManager.info/livestock/budgets/production/beef/FeedCosts\\_2015.pdf](http://www.AgManager.info/livestock/budgets/production/beef/FeedCosts_2015.pdf) December 2015
- Dhuyvetter, K.C. and K.L. Herbel, "Differences Between High-, Medium-, and Low-Profit Cow-Calf Producers: An Analysis of 2008-2012 Kansas Farm Management Association Cow-Calf Enterprise" posted at [http://www.AgManager.info/livestock/budgets/production/beef/Cow-calf\\_EnterpriseAnalysis\(Aug2013\).pdf](http://www.AgManager.info/livestock/budgets/production/beef/Cow-calf_EnterpriseAnalysis(Aug2013).pdf)
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- Kansas Farm Management Association Monthly Newsletter, Monthly publication from July 2007-July 2011  
Langemeier, Michael R., and Kevin L. Herbel, Editors
- Frasier Pope, Kelsey, Ted C. Schroeder, Michael R. Langemeier and Kevin L. Herbel, "Cow-Calf Producer Risk Preference Impacts on Retained Ownership Strategies," *Journal of Agricultural and Applied Economics*. 43,4 (November 2011):497-513.
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K-State Research and Extension, Publication MF-2827  
Blocksome, Carolyn E., Kevin L. Herbel, Rodney D. Jones and Walter H. Fick
- CRP Decision Tool: For Farm Managers with Expiring CRP Contracts, 2006  
Excel Spreadsheet Decision Tool  
Herbel, Kevin L. and Rodney D. Jones  
[www.agmanager.info/livestock/budgets//production/default.asp](http://www.agmanager.info/livestock/budgets//production/default.asp)
- Herbel, Kevin L., and Rodney Jones, "Economic Analysis Provides Important Information for Making Management Decisions," *The Grassland Watershed*, Volume 9-3, October, 2006

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Rogers, Danny and Kevin L. Herbel

Williams, Jeffery R., Donald L. Tanaka and Kevin L. Herbel, "Farm Value of Topsoil in Spring Wheat Production," *Journal of Agricultural Resource Economics*, 01/1993; 18(01)

Herbel, Kevin L., Editor and Coordinator, Adaptation of the Farmstead Assessment System Program for Kansas, 1992

Herbel, Kevin L. and Jeffery R. Williams, "Profitability of a Resource-Conserving Crop Rotation: An Analysis for a Central Kansas Farm," *Journal of Sustainable Agriculture*, Vol. 2, Number 4, 1992: 31-45.

Herbel, Kevin L., "There is a Future for the Family Farm," *Balanced Farming and Family Living Program Final Report*, Kansas Cooperative Extension Service, September 1991

*Balanced Farming and Family Living Monthly Newsletter*, K.L Herbel, Editor, October 1989 – September 1991