

Extension Communication of Risk Management – Review article

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Received: 5/7/2025

Accepted: 5/7/2025

Published: 30/7/2025

pages: 1 – 30

Abstract

Any agricultural production process or investment faces numerous traditional and emerging risks, such as climate change, marketing risks, technological risks, health risks, and legal risks. These risks affect farmers, input dealers, crop traders, exporters, and other stakeholders in the agricultural supply chain. However, extension efforts still follow traditional communication methods that rely on technology transfer approach (known as technical communication), which is not suitable for risk communication. Risk communication is more complex because it relies on analytical and evaluative information, is situational, time-sensitive, and sometimes involves collective efforts that require public participation. Two processes are at the core of the extension message regarding risk, first is the need to explain the nature of the likelihood of risk occurrence, and the uncertainty associated with risk that directly affects decision-making. The second is the emotional responses that accompany risk, such as anxiety, fear, anger, and sometimes frustration. This article provides a brief background on the latest scientific developments in risk management processes, risk analysis, risk assessment, and risk identification. It then examines the differences in the content and communication characteristics of risk extension, as well as some background on the cognitive aspect and its applications, which influence message reception and adoption.

Keywords: Risk extension, Risk analysis, Risk perception, Risk communication, Mental models