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# Innovative Strategies in Agribusiness Management

Vol. 1

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**First Edition 2023**

**ISBN : 978-93-58990-09-6**

*Published by:*

**Elite Publishing House**

A-10/28, Sector - 18, Rohini, New Delhi - 110089

Tele Info: 9289051518, 9289051519

Email: ephinternational@gmail.com, ephpublishers@gmail.com

Website: www.elitepublishing.in

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## Risk Assessment and Mitigation in Agribusiness

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### Abstract

Risk assessment and mitigation play a crucial role in ensuring the success and sustainability of agribusiness ventures. Agriculture, being inherently exposed to various uncertainties and vulnerabilities, requires a systematic approach to identify, analyze, and address potential risks. This abstract provides an overview of the importance of risk assessment and mitigation in agribusiness, highlighting key steps and strategies to manage risks effectively. Overall, risk assessment and mitigation in agribusiness are essential for sustainable growth and resilience. By identifying potential risks, analyzing their implications, and implementing appropriate mitigation strategies, agribusinesses can effectively manage uncertainties, protect investments, and enhance their ability to adapt and thrive in a dynamic and volatile agricultural landscape.

**Keywords:** Risks in Agriculture, Risk-taking choices, risk assessment, risk mitigation, government policies.

### Introduction

A risk is the potential of situation or event to impact on the achievement of specific objective in the institution or in terms of economics, low probability of expected outcome.