

Annie's Project: Perspective From a Funding Source

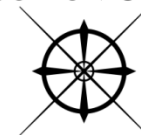
Doug Jose

Director Emeritus
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Education Center
AAEA Symposium

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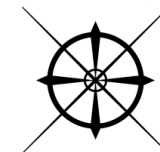


The return on investment has been one of the highest ever generated by USDA funds.

Initial Investment: **\$2,000** for planning grant

Return: **\$ millions**

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Extension RME Proposal Evaluation Criteria

• Proposed Results	40 pts.
• Results Verification	10 pts.
• Producer Demand	20 pts.
• Collaboration	20 pts.
• Innovation	5 pts.
• <u>Wide Application</u>	<u>5 pts.</u>
Total	100 pts.

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Strengths of Annie's Project Proposals

- Activities were very specific
- Participants demand was high and well documented
- Collaboration is broad



Popular Extension RME Projects

- Farm transition and estate planning
- Marketing
 - Winning the Game
- Developing local food markets
- Beginning farmers
- **Annie's Project**

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The Extension RME Program is focused on:

**Risk Management Results
the Participants will**

Achieve - Learn - Apply

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Results verification in terms of
measuring actions is more
difficult for Annie's Project

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BUT...

Farm women typically have:

- The personality for management
- More formal education than men
- The drive to share in the farm business decision making
- Ability to look at decisions in a broad context

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Participants are “happy”!

What does that mean?

Can actions be measured?

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Educational Format

******Face-to-face interaction is critical for this target group**

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Gender Communication

Men

Status

Independence

Advice

Orders

Conflict

Women

Support

Understanding

Feeling

Proposal

Compromise

Source: Kiley Mars

NC Extension RME Workshop, June 2011

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Key Lessons for Risk Management Programming

- ❖ Participant demand and support
- ❖ Conducive learning atmosphere
- ❖ Broad collaboration
- ❖ Priority topics – specific focus

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Our Goal:

1. Move managers of people, assets and processes from...

“managing for today to
managing for tomorrow”

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Our Goal:

2. Challenge managers to become entrepreneurs to capture the opportunities

“The entrepreneur always searches for the change, responds to it, and explains it as an opportunity.”

- Peter Drucker

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Our Goal:

3. Help families balance their opportunities and risks

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Economic Forces

“The key talent in the future will be the ability to deal with the tremendous technological and cultural changes that are coming at an ever increasing pace.”

John Mauldin
“Frontline Weekly Newsletter”
Nov. 27, 2008

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