Annie’s Project:
Perspective From a Funding Source

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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
Extension RME Proposal
Evaluation Criteria

- Proposed Results: 40 pts.
- Results Verification: 10 pts.
- Producer Demand: 20 pts.
- Collaboration: 20 pts.
- Innovation: 5 pts.
- Wide Application: 5 pts.

Total: 100 pts.
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
The Extension RME Program is focused on:

Risk Management Results
the Participants will

Achieve - Learn - Apply
Results verification in terms of measuring actions is more difficult for Annie’s Project.
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
Participants are “happy”!

What does that mean?

Can actions be measured?
Educational Format

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

**Men**
- Status
- Independence
- Advice
- Orders
- Conflict

**Women**
- Support
- Understanding
- Feeling
- Proposal
- Compromise

Source: Kiley Mars  
NC Extension RME Workshop, June 2011
Key Lessons for Risk Management Programming

- Participant demand and support
- Conducive learning atmosphere
- Broad collaboration
- Priority topics – specific focus
Our Goal:

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

“managing for today to managing for tomorrow”
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
Our Goal:

3. Help families balance their opportunities and risks
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