Annie’s Project Overview

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6,657 Participants in 26 states
Applied Agricultural Economics

• Firm level decision makers
• Identified decisions
• Critical information
• Expected outcomes

• Inconsistent involvement of ag economists
The mission of Annie's Project is to empower farm women to be better business partners through networks and by managing and organizing critical information.
• Safe Harbor: All questions or situations are welcomed for sharing and open discussion
• Connection: To each other and to professionals introduced to them in class
• Discovery: The moment when something makes sense where before it did not
• Guided Intelligence: At any one time there is a woman in the audience who knows more about the subject being presented than the instructor and is willing to share her experience
ANNIES Core Benefit Proposition

• All five areas of risk: human, legal, financial, marketing, and production; are taught

• Local female practitioners are utilized as instructors where possible

• A minimum of one-third of the course time is discussion-based

• Un-biased, researched based information is provided
Risk Management

Production Risk
Price or Market Risk
Financial Risk
Institutional and Legal Risk
Human and Personal Risk
Program Structure

• Six, three hour sessions during six weeks
• Most occur January-March regardless of the location
• Computer lab for two or three sessions
• Target class size 15, limit of 20
I plan to

Apply what I’ve learned............................24
Continue my education.............................17
Increase family communication...............16
Increase partner communication..........13
Work on my estate plan........................13
Focus on marketing...............................13
Work on my business plan....................9
I plan to apply what I’ve learned

Example quotes

– use all of this knowledge.

– help as much as I can with the farm and put my knowledge to use.

– take a more active role in family business and encourage friends to participate in Annie's project if ever offered again.

– use the information I learned in the future
I plan to continue my education

Example quotes

– continue to learn.
– continue to learn more about a lot of these topics covered.
– get more involved and learn more. I still do not understand so much and have more of a desire to learn now.
– continue seeking more knowledge concerning the farm business.
I plan to increase family communication

Example quotes

– have a family meeting to discuss what we will do in the future.
– and hope to get my husband and family to go over some of things together.
– start having annual family business meetings.
– have regular family business meetings
I plan to increase partner communication

Example quotes

– talk to my spouse and make sure our goals are the same.
– share info with my husband.
– not be a lazy thinker and not rely so much on my husband concerning farm management.
– share this information with my husband and daughter.
I plan to work on my estate plan

Example quotes

– start my estate planning early and make sure all of my kids know what's going on - no secrets.

– finish our estate planning.

– learn more about succession planning.

– complete our "Farm Transition/Estate Plan" and update our "will".
I plan to focus on marketing

Example quotes

– work on our break evens and put together a marketing plan.
– implement a plan for marketing and communication is a big area we need to improve.
– pay more attention to market reports - ie: not JUST today's price, but also the factors that go into establishing that price.
– review "Grain Marketing is Simple" at a slower pace and ask my husband more questions as I do so.
I plan to work on a business plan

Example quotes

– get everyone together and work on a mission statement.

– make a mission statement.

– write Vision, mission, business plans for our farm and do a PDCA to the business plan annually.

– become a lot more organized with the farm records and to complete a mission statement for our farm.