

Annie's Project Overview

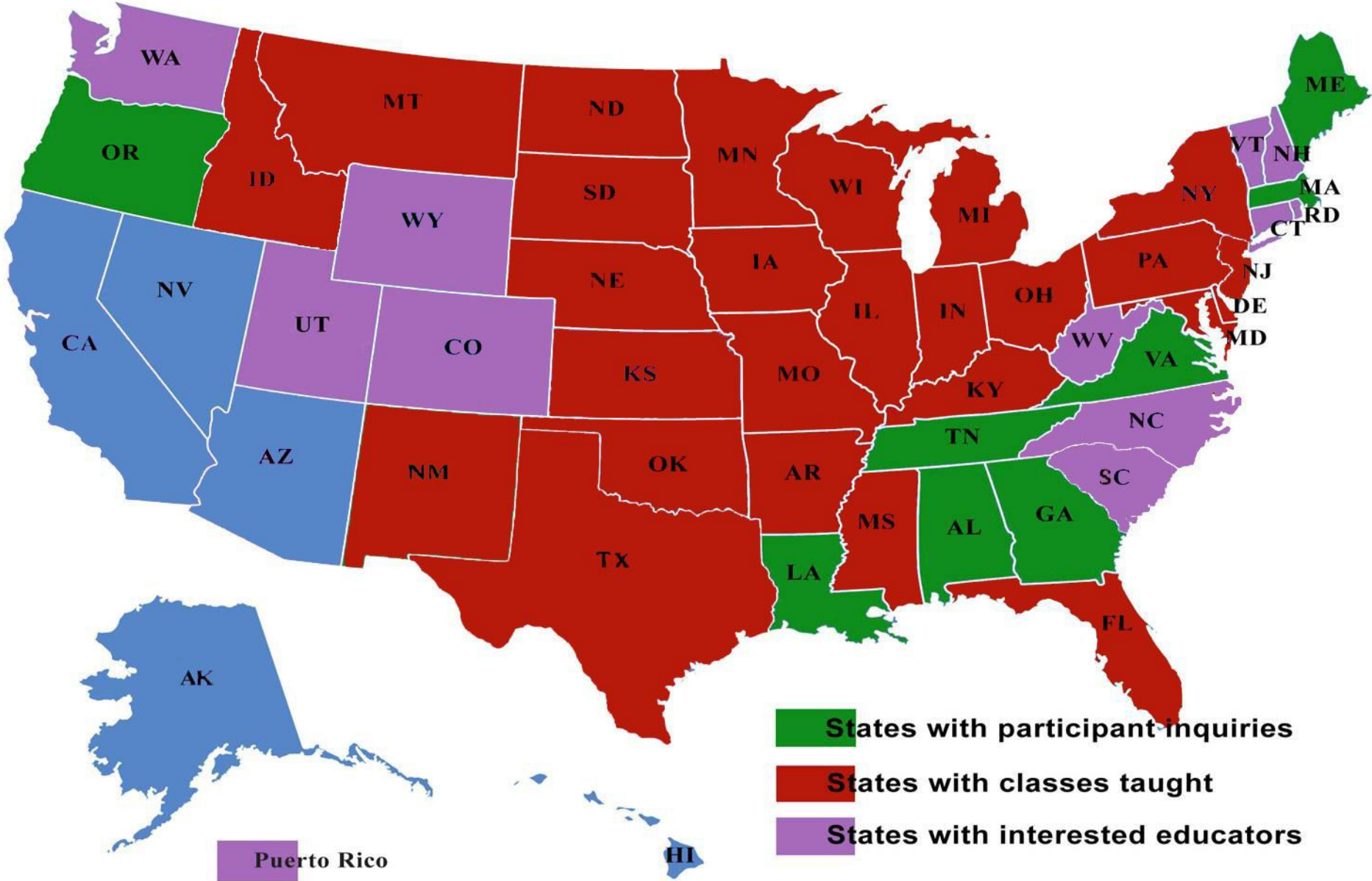
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6,657 Participants in 26 states



Applied Agricultural Economics

- Firm level decision makers
 - Identified decisions
 - Critical information
 - Expected outcomes
-
- Inconsistent involvement of ag economists

Annie's Project



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.

ANNIES Core Values

- 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

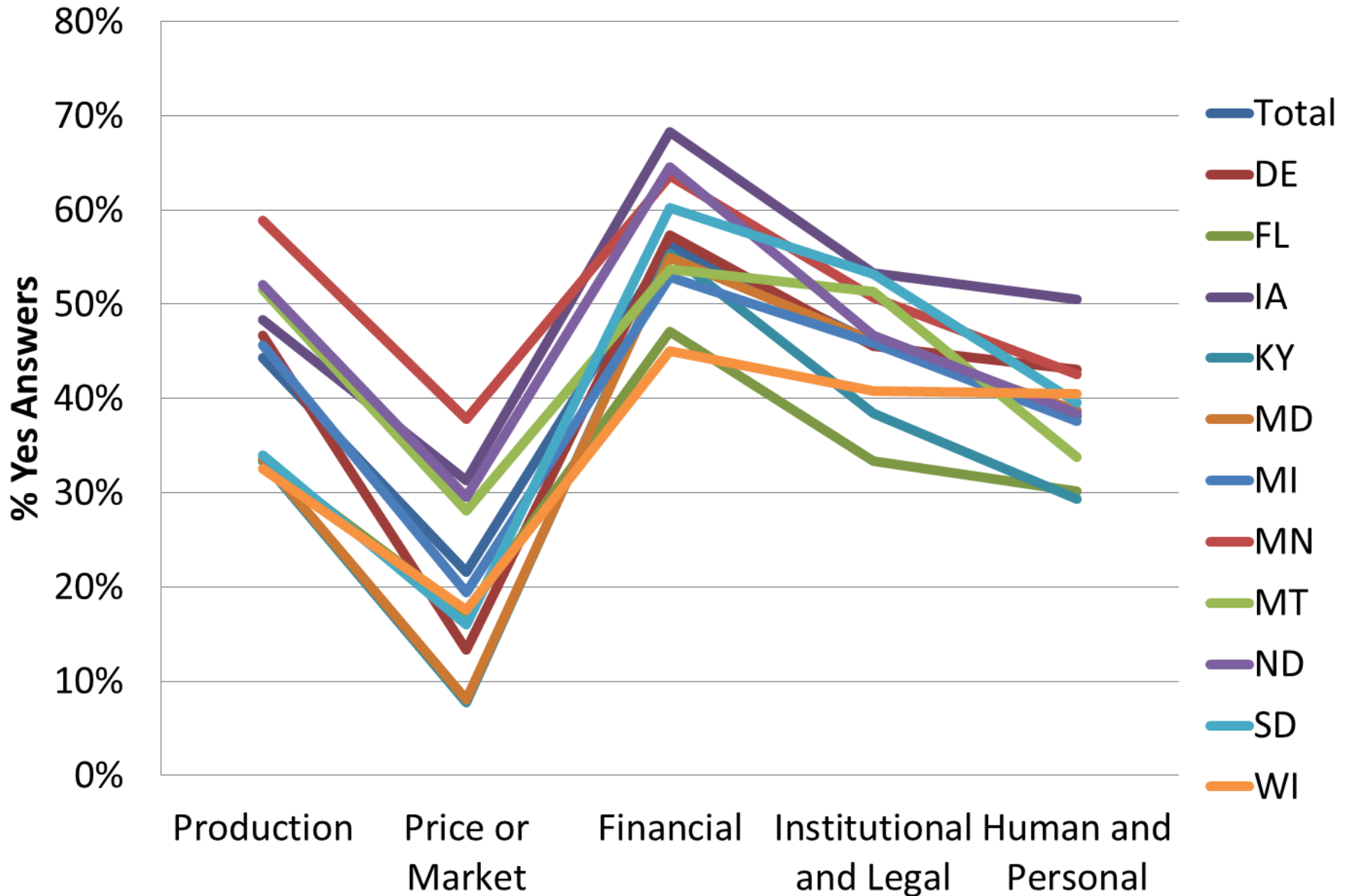


Program Structure

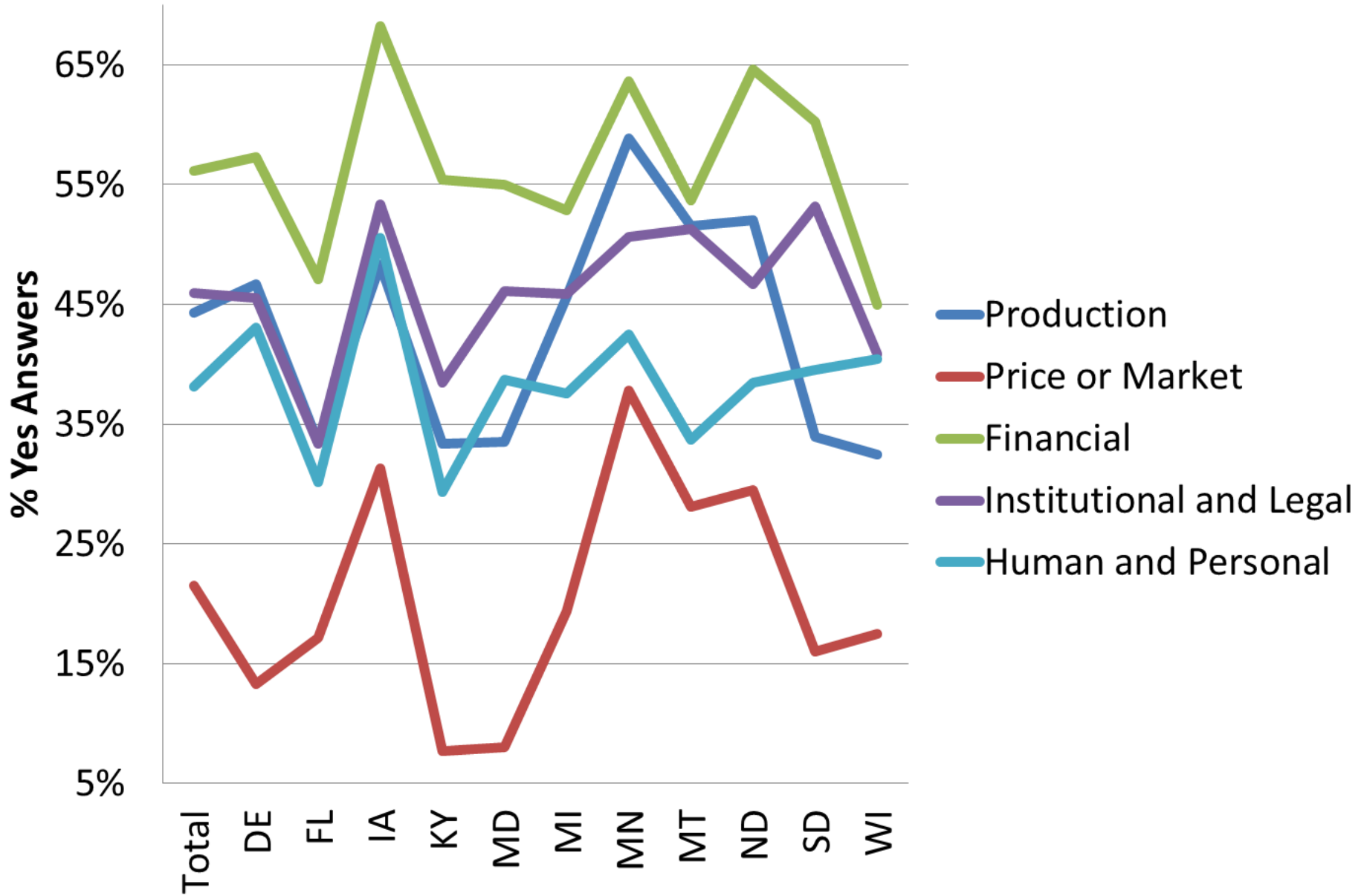
- Six, three hour sessions during six weeks
- Most occur January-March regardless of the location
- Computer lab for two or three sessions
- Target class size 15, limit of 20



2010 State by Risk



2010 Risks by State



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 whats 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.