

The background of the slide features a large, faint watermark of the Rutgers University seal, which is a circular emblem with a sunburst design and the text 'RUTGERS UNIVERSITY' around the perimeter.

RUTGERS

New Jersey Agricultural
Experiment Station

Annie's Project in New Jersey— Challenges in Adapting a Program from the Midwest

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Jenny Carleo, Stephen Komar, and Robert Mickel**

Rutgers Cooperative Extension

Census Statistics - Women Farmers in NJ

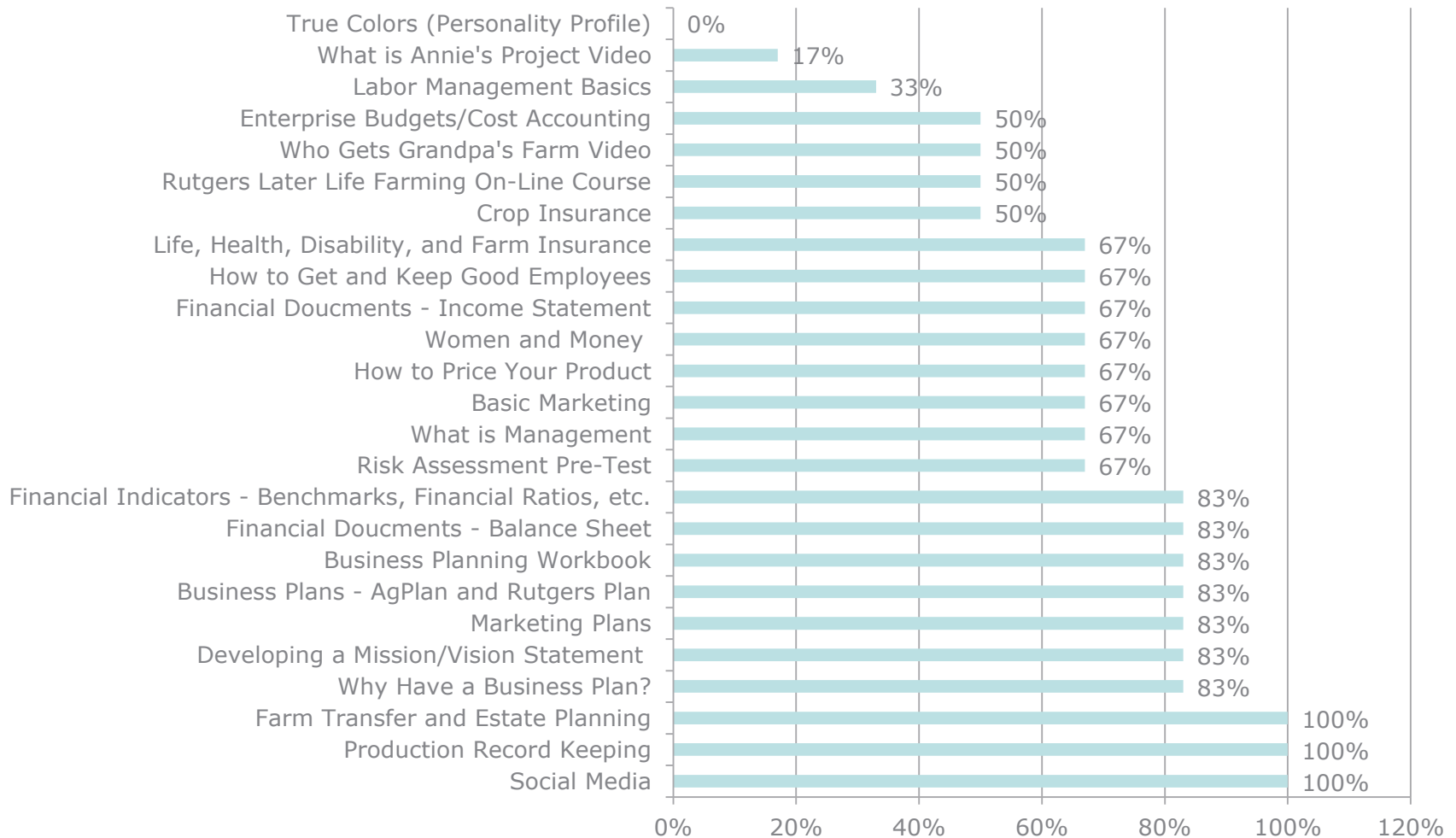
- Operate 22% of the 10,327 farms.
- Account for only 9% of the 733,450 acres of NJ farms.
- Average size of farm is only 29 acres.
- The annual market value of products sold is \$22,170 annually, compared to the NJ average of \$95,564.
- Half of the farms make less than \$1000 per year.
- Second most densely populated state in the U.S.
- Very diverse agriculture.

Urban Agriculture



- 4 of the top 5 agricultural commodities in NJ are horticultural crops
- Greenhouse/nursery sector is 38% of total farm receipts.
- A large number of farms participate in direct marketing and agritourism.

Please check all topics that interest you



Topics Added by in Focus Groups and Zoomerang Survey

- Free advertising – Community calendars and how to write a media release
- Promoting Direct, On-Farm Sales
- Livestock/Food Industry, Safe Food Handling
- Understanding Farm Insurance Policies
- Pros and Cons of Diversifying One's Operation
- Part-time Employee Risk Management

Locations

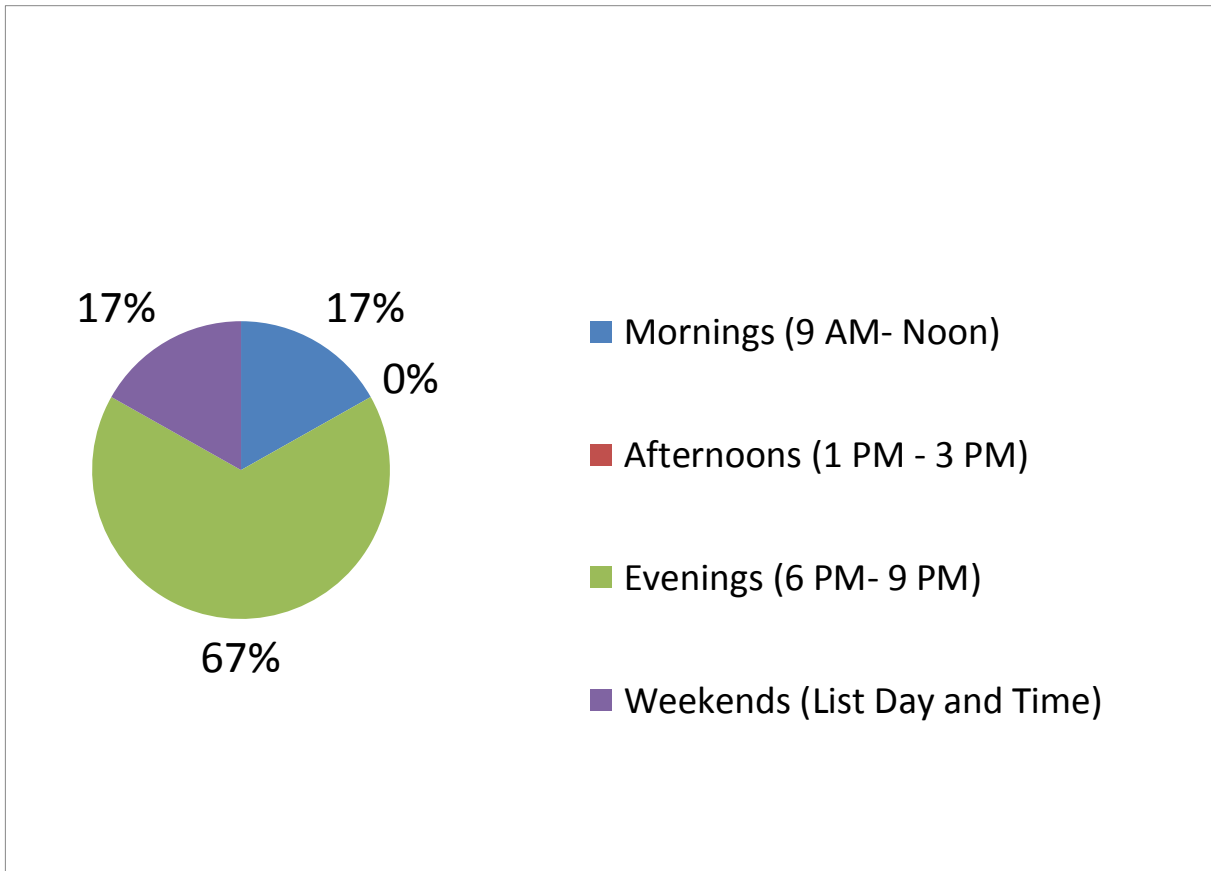
- County agents in Sussex and Hunterdon Counties – Held in Hackensack, NJ – Warren County
- County agent in Cape May County – Held in Cape May Courthouse



Enterprises of N. Jersey Annie's Girls

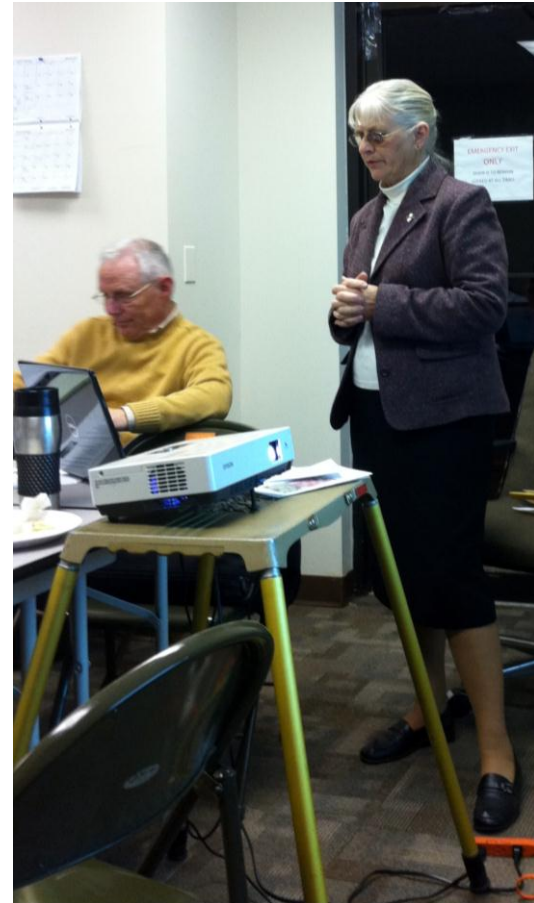
- Hay, corn, soybeans
- Beef, turkeys, horse boarding
- Peaches, apples, tomatoes
- Flowers, gourds, veggies, berries, herbs
- Goats, freedom range chicks, ducks, guinea fowl
- Hereford steers, lambs, pigs, egg, layers, meat chickens
- Agritourism, social media, web design, help with production
- Eggs, broilers, turkey, pork, jelly, soap, herbs
- Grain fed beef, natural pork, fresh turkeys, roasting chickens, brown eggs
- Eggs, poultry, meat goats
- Jersey & Guernsey cows, cheese-maker, greenhouse grower
- Naturally grown Heirloom veggies, berries, eggs, jams, jellies, pickles, etc.
- Veggies, freelance writing/photography specializing in equine & animal topics
- Fruits, veggies, hay, greenhouse, corn maze, tailgate markets, floral shop, baked goods, PYO, beef, eggs
- Alternative livestock
- Boer goats, eggs
- Beef, pork, hay, eggs
- Farm promotion through writing/photography
- Bucolic hay and grain, specializing in U-Pick strawberries, Sweet Corn, and Christmas Trees.

What time would work best for you?



Presenters

- Annie's project team
- Other extension professionals
- Other agricultural support professionals
- Female farmers as presenters.



New Jersey Annie's with a Twist

- Social Media.
 - To reach our audience
 - Speakers covered using social media to market the farm and farm products.

YouTube

facebook.

LinkedIn 


twitter

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Annie's Project in New Jersey

Annie's Project is a risk management educational program for women farmers that began in the Midwest and spread throughout the country. This six-week program is based on a real farm woman, Annette Fleck, who spent her lifetime learning how to be an involved business partner with her farmer husband. Annie's Project was created by her daughter, Ruth Hambleton, who became a Cooperative Extension educator in Illinois.

In February 2011, Rutgers Cooperative Extension presented this nationally acclaimed farm business educational program for the first time in New Jersey in South Jersey (Cape May County Court House) and North Jersey (Hackettstown). A \$50 registration fee was charged and classes were held from 6:00 to 9:00 p.m.

Annie's Project fostered problem solving, record keeping, and decision-making skills in farm women. Professors from Rutgers University and farm professionals taught family finances, budgeting and cash flow, important financial documents, farm transfer and estate planning, business planning, understanding farm insurance policies, creating a positive work environment, motivating and retaining employees, leadership assessment and skills, generational issues and action planning.

Plans are being made to offer Annie's Project 2012 in Central Jersey. Annie's Project graduates will be meeting to continue learning about aspects important to women farmers.

Funding for Annie's Project in New Jersey is provided by the Northeast Center for Risk Management Education, the U.S. Department of Agriculture's National Institute of Food and Agriculture, Farm Credit East and Rutgers Cooperative Extension. Cooperating agencies include Rutgers, The State University of New Jersey; the U.S. Department of



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What's on your mind?



April Lippert-Faczak

We keep our eye on the weather, and we also need to keep our eyes on our retirement. Learn about creating your farming retirement paycheck. Please take a moment to support & like this newly updated facebook page.



Later-Life-Farming Rutgers-NJAES

Later Life Farming provides information about retirement planning for farm families. Specifically addressing a farmers' unique circumstances.
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April Lippert-Faczak

The Farm Estate class has been postponed. Stay tuned for details.
July 12 at 7:39pm · Like · Comment



April Lippert-Faczak

Save the Date! Tues. Eve., 7/12, 6:30-7 North Jersey AP Planning Meeting, 7-9

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Get more people to like your Page with Facebook Ads today!

Sample Ad: Annie's Project NJ



The text of your ad will go here.

[Like](#) · Robin Brumfield likes this.

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Market-driven vs. Production-driven

- In less competitive times, managers produced high-quality products and then found a market for them.
- Now, firms must *first identify a market need and then grow products* that satisfy that need, at a *price* customers are willing to pay and will still *return a profit* to the business.

Annie's Gals Completed a Business Plan

- Center for Farm Financial Management, University of Minnesota AgPlan:
<https://www.agplan.umn.edu/>
- Rutgers Farm Management Website To Market, To Market
<http://aesop.rutgers.edu/~farmmgmt>



Mission Statement Worksheet

What type of farm business do you have?

- Livestock farm Species _____
- Grain farm Type _____
- Forage or hay farm Type _____
- Vegetable farm Type _____
- Nursery Type _____
- Greenhouse Type _____
- Tree fruit Type _____
- Diversified Operation Describe _____
- Other _____

Continued Meetings

- Every other month in South Jersey
- Topics:
 - Insurance
 - Estate Planning
 - Quicken



Central Jersey Annie's



- November – December
- 7 weeks
- More breaks

Questions??

- <http://aesop.rutgers.edu/~farmmgmt/anniesproject.html>
- Facebook: Annie's Project NJ
<http://www.facebook.com/#!/pages/Annies-Project-NJ/147083285347913>
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