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

Robin G. Brumfield, Barbara O'Neill, 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

- True Colors (Personality Profile)
- What is Annie's Project Video
- Labor Management Basics
- Enterprise Budgets/Cost Accounting
- Who Gets Grandpa's Farm Video
- Rutgers Later Life Farming On-Line Course
- Crop Insurance
- Life, Health, Disability, and Farm Insurance
- How to Get and Keep Good Employees
- Financial Documents - Income Statement
- Women and Money
- How to Price Your Product
- Basic Marketing
- What is Management
- Risk Assessment Pre-Test
- Financial Indicators - Benchmarks, Financial Ratios, etc.
- Financial Documents - Balance Sheet
- Business Planning Workbook
- Business Plans - AgPlan and Rutgers Plan
- Marketing Plans
- Developing a Mission/Vision Statement
- Why Have a Business Plan?
- Farm Transfer and Estate Planning
- Production Record Keeping
- Social Media
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, cheesemaker, 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?

- Mornings (9 AM- Noon) 17%
- Afternoons (1 PM - 3 PM) 17%
- Evenings (6 PM- 9 PM) 67%
- Weekends (List Day and Time) 0%
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.
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 Agriculture, NREAC’s Farm Business Advice, New Jersey Farm Business New Jersey, Department of Agriculture, New Jersey.
Annie's Project NJ

Education · Cape May Court House, New Jersey · Edit Info

Wall

What's on your mind?

April Lippet 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. Page: 4 people like this.

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

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

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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](http://aesop.rutgers.edu/~farmmgmt/anniesproject.html)
- Facebook: Annie’s Project NJ
- brumfield@aesop.rutgers.edu