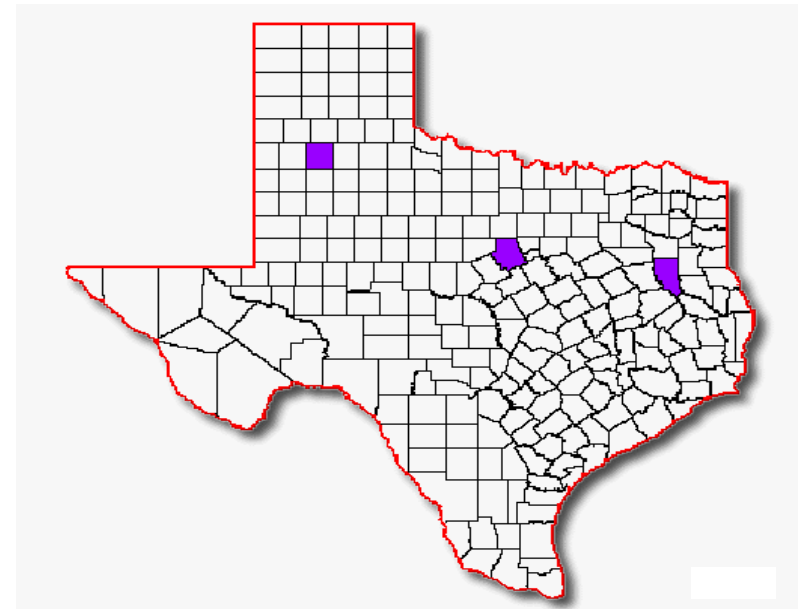


Adapting Annie's Project for a Diverse Texas Audience

Annie's Project



Jason Johnson

Texas AgriLife Extension

Extension Economist



Annie's Project

Annie's Project – The Texas Experience

**Leaders and Facilitators must have a
“shared commitment.”**



Texas Annie's Project Internal Partners



Cooperative Extension Program
Prairie View A&M University



IOWA STATE UNIVERSITY
University Extension



Texas Annie's Project

External Partners



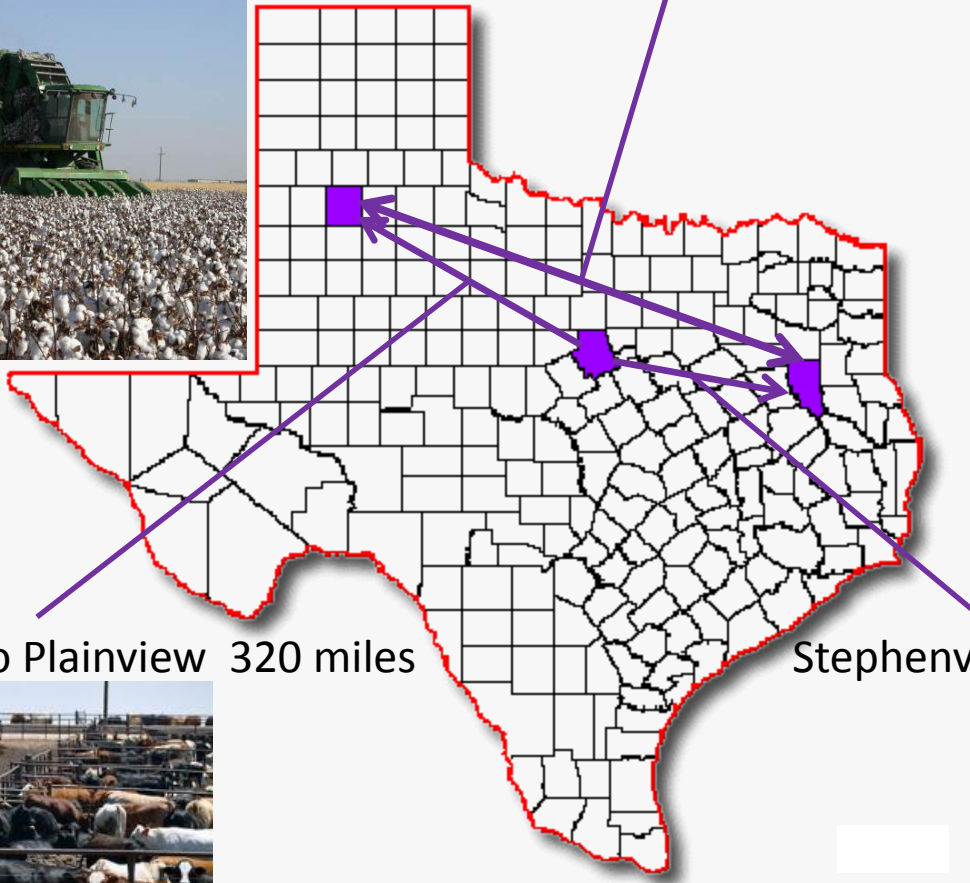
Natural Resources Conservation Service





Pittsburgh to Champaign, IL 486 miles
 Pittsburgh to Hartford, CT 472 miles
 Pittsburgh to Knoxville, TN CT 494 miles

Plainview to Jacksonville 521 miles



Stephenville to Plainview 320 miles

Stephenville to Jacksonville 223 miles



Table 1. Texas Annie's Project Participant Demographic Information

	East Texas Program Jacksonville, TX	West Texas Program Plainview, TX	Overall Average
Avg. Age of Participants (Age Range)	53.8 yrs. (39 - 70)	52.7 yrs (30 - 73)	53.3 yrs (30 - 73)
Marital Status			
Married	76%	73%	75%
Single	6%	7%	6%
Divorced	18%	7%	13%
Widowed	0%	13%	6%
Avg. Number of Children	2.4	2.2	2.3
Avg. Acres Owned/Operated	185	3,580	1,188
Avg. Years of Farming/Ranching Experience	9.8	21.6	15.4
Farm/Ranch Ownership Structure			
Sole Proprietor	71%	54%	63%
Partnership	17%	20%	19%
S Corporation	6%	13%	9%
LLC	6%	13%	9%
Annual Agricultural Gross Sales			
Under \$50K	88%	27%	59%
\$50K to \$150K	6%	33%	19%
\$150K to \$300K	0%	20%	9%
Over \$300K	6%	20%	13%

Outcome Based Assessment of Educational Impact

Targeted Risk Management Areas

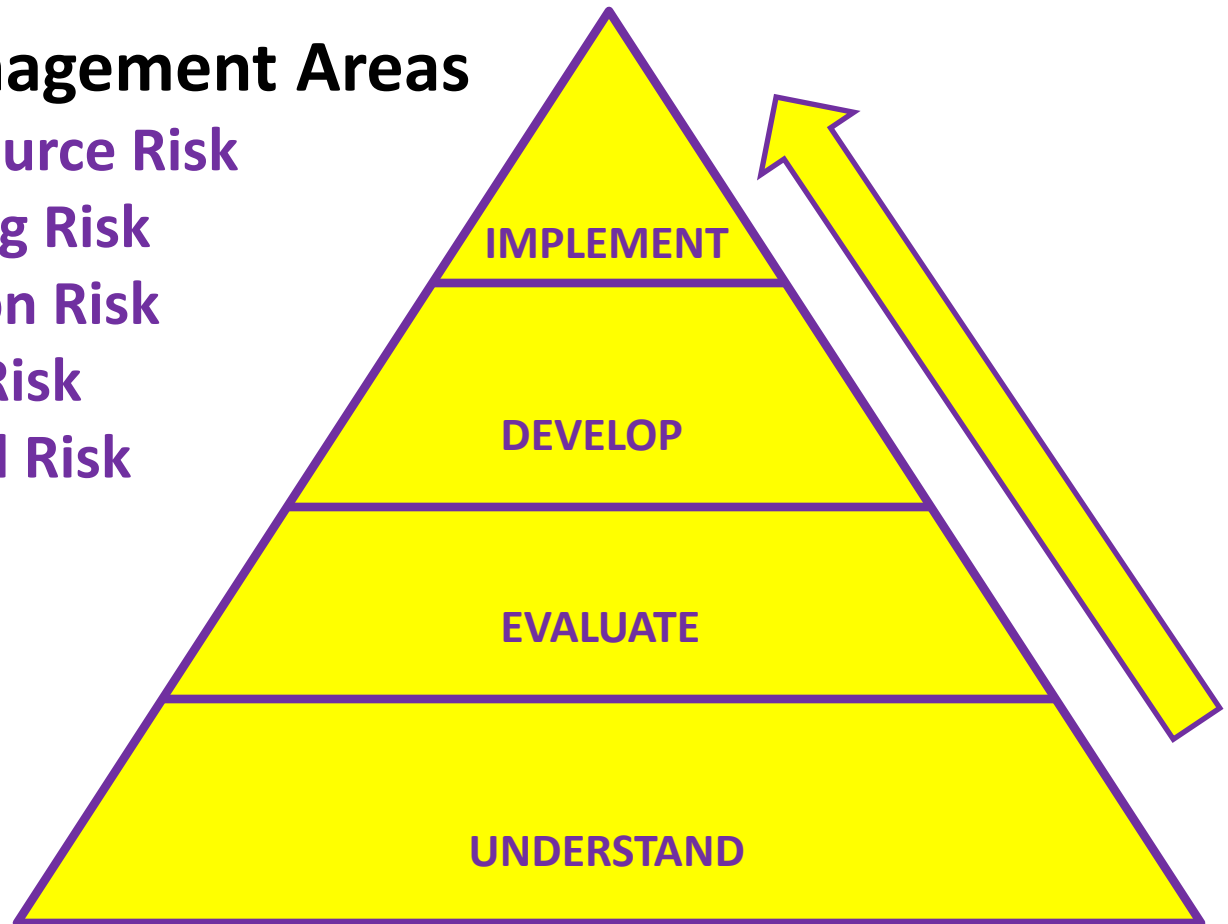
Human Resource Risk

Marketing Risk

Production Risk

Legal Risk

Financial Risk



% of Texas Annie's Project Participants who Answered "YES" - Baseline Questions (Prior to Session I)

PRODUCTION

- 38%** Do you regularly carry some form of crop insurance (Multi-Peril, Hail, etc.)?
- 13%** Do you regularly carry some form of farm revenue insurance?
- 13%** Do you produce any agricultural commodity under contract?
- 28%** Have you adopted any technologies such as B.T. Corn, Roundup Ready Crops, etc.?
- 31%** Do you keep production records such as yields, hundredweights sold, inventories, etc.?

MARKETING

- 3%** Do you have a written marketing plan?
- 6%** Do you use cash forward contracts with local elevators?
- 6%** Do you use the option markets (Puts and/or Calls)?
- 16%** Do you use the futures market?
- 16%** Do you have a commodity broker?

FINANCIAL

- 16%** Do you know your cost of production for each Enterprise?
- 9%** Do you calculate your breakeven prices for you sold commodities?
- 22%** Do you prepare an annual Balance Sheet?
- 31%** Do you prepare an annual Cash Flow Statement?
- 16%** Do you prepare an annual Income Statement (not income tax)?
- 25%** Do you know what it will cost you to live in retirement?

LEGAL

- 38%** Have you organized our business to reduce your liability risk?
- 41%** Do you have a succession plan for passing your business to the next generation?
- 38%** Have your reviewed your farm insurance policies for adequate levels of insurance?
- 41%** Do you have a family or business attorney?

HUMAN RESOURCES

- 28%** Do you have an estate plan?
- 59%** Do you have a will?
- 31%** Do you have written goals?

Annie's Project

**West Texas Annie's Project Class
Plainview, Texas
April thru May 2011**

