Annie’s Project
Idaho’s Successes

Rikki Wilson
University of Idaho
Gem County Extension Educator
Idaho Background

- 144 different crops grown
- Seed crops
- Livestock Operations
- Row Crops
- Orchards
- Winery’s
Demographics

- Commercial vs. Small farm Participants
  - Smaller land owners and smaller operations
  - Cattle ranches
  - Gardening
  - Variety of crops
  - Fruit

- Caldwell Class

- Marsing Class

**Acres Owned**

![Caldwell Class Acres Owned Chart]

![Marsing Class Acres Owned Chart]
Demographics

- Experience Levels and Age Differences

- Caldwell Class

- Marsing Class

Age Group

- 18-29
- 30-39
- 40-49
- 50-59
- Over 60

Age Group

- 40-44
- 45-49
- 50-54
- 55-60
- Over 60
Class Challenges

Changes and adaptations to topics

• Futures and Options - didn’t apply to everyone
• Enterprise Budget scenarios
• Tax Reporting
• Timing of classes
• Retirement planning for agriculture families
Idaho Adaptations

- Enterprise Budgets
  - Idaho budgets
- Retirement Ready
  - FCS Educators
- Turning Point Technology
- 16 ratios
- Value Added Enterprises
  - Idaho Preferred
  - Mathews All Natural Meats
  - Canyon Bounty Farms

Materials

- Annie’s Project Portfolio
- Pen
- AG Decision Maker Software
- FAST Tools Software
Risk Management Education

• Outcomes based
  • Helps develop program to reach result
  • Helps develop evaluation tools to gain information that determines if outcome was reached

• An asset in evaluation
Class Structure Similar Program

Living on the Land (LOTL)

- 15 week small acreage course for small landowners
- Variety of topics and speakers
- Best Management Practices
- Post Mid-term evaluation
Social Science Research Survey

• 6 month post telephone survey
  • Scheduled for October 2011

• Behavioral change questions

• Analysis in January 2012
Outcomes - Most Valuable Topic

1. Personality Profiles
2. **Estate Planning**
3. Tax Reporting
4. **Financial documentation**
5. Enterprise budgeting
6. Farm Service Agency/Natural Resource Conservation Agency
7. Leasing
8. Futures and Options
9. Retirement Planning
10. **Value-Added Enterprises**
Outcomes from class

What changes are you planning to make as a result of Annie’s Project?

• “Treat our operation as a business on a daily basis”

• “I will be taking on more responsibility from my husband so he can spend less time doing book work”

• “Our operation will be setting goals, and cleaning up our record keeping system”

“I really enjoyed taking this class with all women, I wish there were more classes to continue. It ended too soon!”

“I would pay to take this class again!”
Questions?