

# IOWA STATE UNIVERSITY

## Extension and Outreach

### **Success Story**

#### **Title**

Annie's Program Provides Conduit For Learning

**Author:** James Jensen

#### **Author's Location**

Program Specialist  
127 N MAIN ST  
MT PLEASANT IA  
52641-2027

#### **Relevance**

Many people become landowners by chance and not by choice. It is one thing to look for land investment and purchase it but many people with inherit hand or are pushed into helping relatives handle land ownership responsibilities, or marry into a farming situation. Often these so called land managers have little experience with land management or farming and are not prepared for the responsibilities of that position. The situation is more complicated when the land tenant is a relative and the manager or owner is a female. People tend to fee that the tenant will look out for both the owners and tenant's interest if they just let things ride.

#### **Response**

Farm Management specialists for Iowa State University Extension have conducted a program called "Annie's Project" that provides risk management education for farm women. The project is designed to empower farm women to manage information systems used in critical decision making processes and to build local networks throughout the state of Iowa. The target audience is farmwomen with a passion for business and involvement in agriculture. The program helps both women and an operating farm and those that manage land investments.

The ISU Farm Management Specialist in SE Iowa has run seven Annie's Programs in the last five years and is starting to see the results of the educational and empowering process.

#### **Results(s)**

- Learning Changes
- Behavior Changes
- Condition Changes

## **Other Results**

An example of the success associated with this program was seen when a former "Annie" participant was visited and interviewed about how things had changed over the last few years since taking the program. The participants were a middle aged lady and her elderly mother. They attended all six of the classes and thoroughly enjoyed the experience. In the time since taking the class they have attended other Extension educational meetings and made significant changes to the farming operation. They had been renting the farm on a c'rop share lease to a relative and were surprised to hear about how many crop share leases typical work. They were paying for one half of the harvesting cost and had never really been given a good accounting of expenses and receipts. They really did not know how well the farm was doing except that it never made much money. Improvements were never considered because they were never mentioned as being needed. The daughter started handling the management of the farm after the Annies program was over and started asking question that made the tenant nervous. The decision was made to cash rent the farm and a new tenant was found. Some of the old buildings were town down and that area returned to crop production. Extensive tiling was done to improve yield prospects . Farm income has increased tremendously and the ladies are still continuing to learn more about agriculture. The both seem to actually be enjoying ownership at this point.

## **Location / Participant(s) Came From**

- County
  - Henry

## **Partner(s)**

- Business and Industry
- County Extension Staff