

IOWA STATE UNIVERSITY

Extension and Outreach

Success Story

Title

Northwest Iowa Farm Women Increase Farm Management Skills & Confidence Through Annie's Project

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Author's Location

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Relevance

While women have always had important roles on the farm, their leadership roles as key partners and leaders in farm operations continue to increase -- according to the US Census of Agriculture as well as increased requests for programming for farm women. Annie's Project is a proven methodology for providing farm management education for farm women. SEE KTIV-TV (Sioux City NBC Affiliate) News Story on the increasing role of women in farming: www.ktiv.com/story/28044681/record-number-of-women-take-on-top-roles-in-agriculture-industry-siouxland-woman-sets-example-for-others

Response

Seventy-one (71) Northwest Iowa farm women participated and successfully completed four (4) multi-week "Annie's Project" programs for farm women held in Northwest Iowa in 2014. These programs included -- (1) Annie's Project (6-week farm management basics) in Graettinger held on Monday evenings starting March 17 with 22 participants; (2) Annie's Project (6-week farm management basics) in Cherokee held on Tuesday evenings starting April 1 with 17 participants; (3) Annie's Project--Managing for Today & Tomorrow (5-week estate, transition & business planning) in Cherokee held on Monday evenings starting August 25 with 23 participants; and (4) Annie's Project--Managing for Today & Tomorrow (5-week estate transition & business planning) in Graettinger held on Tuesday evenings starting August 19 with 9 participants. The participants came from nine (9) counties -- Emmet, Palo Alto, O'Brien, Sioux, Cherokee, Plymouth, Buena Vista, Woodbury, and Dickinson counties.

Type of Change(s)(s)

- Learning Changes
- Behavior Changes

Impact Statement

Annie's Project farm management education is important to the public because statistics show the more women are becoming landowners and key participants in agriculture. Continued agricultural economic growth depends on effective educational opportunities for farm women across Iowa.

ISUEO Signature Issues

Food & the Environment --> Farm Business Management

Outcomes

Annie's Project goals and objectives focus on providing participants with increased knowledge, confidence and decision-making skills in five key risk management areas -- production, financial, marketing, human resources and legal risk. Outcomes are consistently measured through pre- and post-program participation assessment tools which are combined and compiled with program-wide results. Annie's Project participants consistently report improvements in these areas and demand follow-up programming to continue building on the management and decision-making skills learned.

Location / Participant(s) Came From

- County
 - Buena Vista
 - Cherokee
 - Dickinson
 - Emmet
 - O'Brien
 - Palo Alto
 - Plymouth
 - Sioux
 - Woodbury

Partner(s)

- Business and Industry
- County Extension Staff