

IOWA STATE UNIVERSITY

Extension and Outreach

Success Story

Title

Annie's Project

Author: Kelvin Leibold

Author's Location

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CoReporter(s) - ISUEO Staff

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Relevance

The 2012 Census of Agriculture reported that there were 32,907 women farm operators in Iowa. Two-thirds of the women were also employed off the farm. The 2017 Study of Farmland Ownership indicates that they own 47% of the land in Iowa. This audience has been historically underserved with education relating to the five areas of risk: human risk, market risk, production risk, legal risk and financial risk. Annie's Project provides an opportunity for women to learn about these topics.

Response

In January of 2018 we held the 100th Annie's Project program in the state of Iowa. Since 2004 Annie's Project has had 2,000 women participated in the Annie's Project classes. There were 19 women in the Annie's Project class held in Fort Dodge. Over the course of 6 weeks eleven different speakers presented on the 5 areas of risk.

Type of Change(s)

- Learning Changes
- Behavior Changes
- Condition Changes

Impact Statement

Participants learned many new ideas and a large number of sources of information and tools that they can use in their farm operations. They learned about topics such as grain marketing and how to set up a grain marketing plan that will impact their farm's profitability. Presenters see the value in the program. Jeanne Hill, Financial Officer with Farm Credit Services commented, " I am very honored to be a part of Annie's Project. I am excited by the fact that nearly 2,000 women have furthered their education to help them further their education to help them be successful on the farm and to understand agriculture. And I think Farm Credit will continue to be a strong supporter of this into the next hundred classes. Additional information on the impact of the 100th class can be found at:
<https://vimeo.com/266941747>

Outcomes

Evaluations showed an increase in knowledge in all five areas of risk. The participants also developed a network of ag professionals that they can call on in the future. The participants also developed a network among the class members. Several of them have participated in other classes.

Location / Participant(s) Came From

- County
 - Boone
 - Calhoun
 - Hamilton
 - Humboldt
 - Webster

Partner(s)

- Business and Industry
- County Extension Staff