

IOWA STATE UNIVERSITY

Extension and Outreach

Success Story

Title

Women Helped With Key Decision Making

Author: Gary Wright

Author's Location

WOODBURY COUNTY EXTENSION

SIOUX CITY IA

51106-4733

Relevance

Women operating, owning and/or managing farm operations in Iowa continue to increase, and are presently estimated at greater than 50 percent. ISUEO and WIA programming, including Annie's Project attempt to provide an overview of the key decision areas (finance, HR, production, marketing and legal).

Response

CY 2017 in NW Iowa included two Annie's Project sessions, with attendance averaging 30 women. A Women Managing Crops was held with 15 average attendees.

Type of Change(s)(s)

- Behavior Changes

Impact Statement

Ag in Iowa is a major economic contributor. The success of our farming operations are key to the quality of life outcomes in our communities. Women are being asked to have an even greater impact in the making of important on-the-farm decisions. NW Iowa offerings of ISUEO WIA programming contributes to their readiness for this growing assignment.

ISUEO Signature Issues

Food & the Environment --> Farm Business Management

Outcomes

Individual client learning outcomes are well-documented by ISUEO WIA and international Annie's Project pre and post-surveys. These two attending client e-mails say it well, when asked to answer the feedback question, 6-months after their experience "when asked to tell others about my Annie's Project experience, I would say:"

· *"It's a lot to take in. It would be a great class to re-take to review and learn more at a later point."*

"It was very beneficial to me in areas of building knowledge and giving me confidence to be even more of a contributing partner in our operation."

Location / Participant(s) Came From

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

Partner(s)

- Business and Industry
- County Extension Staff
- Local Government/Agency