Hang Your Hat on It: 20 Years of Annie’s Project in Iowa

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HANG YOUR HAT ON IT

When it comes to having an Extension program you can hang your hat on, Annie’s Project is one of the good ones.

The Iowa farm management team depends on Annie’s Project to improve the lives of women, their farm families, and rural communities.

WOMEN IN AGRICULTURE

• 49,065 women producers in Iowa represent 34% of all agricultural producers in the state.
• 74% of women producers were involved in recordkeeping and financial management, nationally.

ANNIE’S PROJECT

Annie’s Project is the agricultural business education program that empowers women to be successful through education, networks, and resources.

Iowa’s Annie’s Project 18-hour courses support women as they make key financial decisions in the areas of finance, human resources, legal, marketing and production.

AUDIENCE REACH (2004 to 2023)

• 131 Iowa Annie’s Project Courses - 2,242 women
• 95 Annie’s Inspired Courses - 1,267 women

LEGACY PROGRAMMING

• Locally led, demand-driven, farm management education
• Meaningful connections with ag clientele and industry
• Measurable impacts on women and their farm businesses
• Enjoyable and productive collaboration with colleagues
• State and national leadership to expand Annie’s Project
• More than 40 grant and gift projects to benefit women in ag

TOP TEN ANNIE’S INSPIRED COURSES FOR WOMEN

2. Women Marketing Grain (2007)
5. Women Planning Ag Businesses (2012)

9. NEW - Advanced Grain Marketing (2021)
10. NEW - Women Managing Farmland (2022)

STORIES

Katie found a supportive network of women who helped her succeed in her livestock, poultry, and meat career on and off the farm.

Nicoie wrote a business plan and earned a living for her family growing and marketing vegetables, ornamentals, and eggs.

Val took the stress out of grain marketing by going over numbers, strategies and outlook with other farm women.

IMPACT

Annie’s Project is a program extension professionals can ‘hang their hat on’ and depend on to fulfill their goals of serving their community and improving lives.

When Iowa’s farm management team extends knowledge and empowers women, all Iowans benefit through expanded agricultural businesses, greater conservation of natural resources, and increased support for the community of women in agriculture.