Women Managing Horses

Women Managing Horses is taught in the tradition of Annie's Project:

- Topics of importance to your future in farming
- Brief presentations and extended discussions with ag professionals
- Practical hands-on activities
- Decision making resources available to you
- Networking with other farm women

Thanks to our local sponsor

IOWA HORSE COUNCIL

Women Managing Horses courses in Iowa are made possible by these statewide sponsors.

"Women Managing Horses provides a unique educational opportunity to learn about finances, marketing, facilities, insurance, and care of the horse."

PEGGY AUWERDA
Associate Professor and
Equine Extension and Outreach Specialist

Beginning Wednesday, Sept. 30 and continuing Oct. 7, Oct. 14 and Oct. 21
6:00 - 9:00 p.m.

Story Co. Extension Office | 220 H Ave | Nevada
Grundy Co. Extension Office | 703 F Ave | Grundy Center

Cost: $75 | Register by September 23, 2020

Online Participation Option Also Available

IOWA STATE UNIVERSITY
Extension and Outreach
What is the Women Managing Horses course?

This course offers women an opportunity to learn more about Iowa’s equine industry from a business and production perspective. The USDA 2017 Census of Agriculture reported nearly 55,000 horses, ponies, mules, and donkeys on more than 9,000 farms in Iowa. The state’s total sales of equine was $19.7 million, ranking Iowa 11th in the nation.

As horse owners and business managers, women make important decisions about the equine in their care. Horses, ponies, mules, and donkeys are an important part of Iowa’s agricultural economy and landscape.

Sessions cover financial documentation and breakeven analysis, equine insurance, annual horse health care plans, evaluation of feed rations, marketing your equine business, environmental management, and land use decisions.

At the end of four weeks, participants will know more about:

**COSTS OF PRODUCTION**
- Understanding financial statements
- Calculating break-even price points
- Analyzing potential profitability
- Accessing USDA farm programs

**MARKETING STRATEGIES**
- Building your brand
- Marketing on the internet

**INSURANCE**
- Knowing when to insure horses
- Buying insurance for farm families

**UNDERSTANDING LIABILITY LAWS**
- Feed and nutrition
- Evaluating rations and feed regimes
- Normal eating and drinking habits

**EQUINE HEALTH CARE**
- Recognizing common diseases
- Selecting treatment protocols
- Designing and annual health care program

**ENVIRONMENTAL MANAGEMENT**
- Choosing housing and fencing
- Managing and disposing of manure
- Assessing water and land use

www.aep.iastate.edu/womeninag