

# **Annie's Project: Risk Management Education for Women in Agriculture**

## **Background**

Annie's Project is an educational program dedicated to strengthening women's role in modern farm/ranch enterprises. Annie was a woman who grew up in a rural community involved in production agriculture. She spent her lifetime learning how to be an involved business partner with her husband. Together they reached their goals and achieved success. Annie's daughter, Ruth Hambleton, Extension Educator, University of Illinois, founded Annie's Project in 2000. Annie's Project is designed to take Annie's experiences and share them with women in agriculture who live and work in the complex, dynamic business environment.

The project is a five-week course that focuses on the five broad areas of agricultural risks—human, financial, marketing, production, and legal. Sessions are designed to be very interactive between the presenters and the participants. Information presented is tailored to meet the needs of participants in their own geographical areas.

Currently, more than 5,000 participants have completed the project in twenty states. The program was introduced in Ohio in January 2007 in Wood and Delaware counties. Annie's Project expanded to six locations in 2008 in large part due to a grant from the North Central Risk Management Center. In 2009, Annie's Project was offered in only one Ohio county, but expanded again in 2010 to five counties. Between 2007–2010, Ohio organized a total of fourteen Annie's Project classes with a total of 282 women participating.

## **Topics Included in the Workshop**

- Your personality “color” and related personality temperaments
- Family and business communication techniques
- Farm transition and retirement issues
- How to develop a mission statement and set goals
- The ins and outs of financial statements
- Business plan development
- Marketing basics
- Many other topics

## **Annie's Project Mission**

To empower farm women to be better business partners through networks and by managing and organizing critical information.

The Pickaway County office of Ohio State University Extension will offer Annie's Project from February 9th to March 8<sup>th</sup> at the Pickaway County Public Library. Registration deadline is February 2, 2012 and the fee is \$65 per person, which includes materials and a light luncheon. Participation is limited to 22 participants and will be taken on a first-come, first-served basis. For more information, call the office at 74-474-7534 or visit the county website at <http://pickaway.osu.edu/>