

2009 North Dakota Annie's Project

The situation

Recent census data confirms that the number of women managing farms and ranches in ND and across the U.S is increasing. Yet, most of the educational programs related to managing agricultural risks are targeted primarily to the male audiences. Women frequently indicate that many of the traditional educational programs on these topics can be intimidating for females to participate in.

Extension response

Annie's Project, a multi state educational program designed to empower women to become better business partners, was developed to help fill the need. It is a six week program that addresses five primary areas of agricultural risks; human, legal, production, financial and marketing. In 2009, it was presented at 15 locations across the state.

Educational information was delivered by a combination of Interactive Video Network (IVN) presentations from Extension specialists and presentations by local experts at these locations each week. Weekly sessions were three hours long and include some interactive activities that fostered dialogue and networking between participants at each site.

Impacts

From the 152 women who participated in this project in the state, 110 completed a final evaluation that indicated the following for many:

Better understanding of:

- Marketing strategies
- Complexity of farming operations
- Importance of estate planning
- Their husband's stress

Plan to:

- Improve record keeping systems
- Become better business partner
- Set goals and develop business plans
- Communicate more with husband

Feedback

"I wished I would have known all this years ago"

"I appreciated this opportunity tremendously"

"A very good program; lots & lots of good information."

"Thank you to all who made Annie's Project happen in our community"

Contact

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