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Program Title	Annie's Project
Program Coordinator(s)	Willie Huot, Lori Scharmer
Situation	<p>Farm families are working harder on and off the farm in an attempt to meet their financial goals. Data from the N.D. Farm Business Management Education program shows that farm size has increased 40 percent and non-farm wages and salary has more than doubled in the past 10 years.</p> <p>The process of developing a farm business plan will help farm families understand their resources and how to manage resources to meet their goals. A farm business plan is a roadmap for the farm business and may be necessary to procure funding for the business. Spouse involvement is most always an integral part of developing a business and marketing plan for any farm business.</p>
Objectives	<ul style="list-style-type: none"> • Provide programs targeting farm and ranch women to be offered by county Extension staff across the state • Connect North Dakota farm and ranch women to the NDSU Extension Service resources available to assist with farm business management and family financial management. • Empower farm and ranch women to be more involved business partners through gaining knowledge in farm and ranch business topics to include; risk management, record keeping, marketing, business plans, estate planning and money management.
Extension response (planned activities – meetings/workshops, bulletins, field days, etc.)	<ul style="list-style-type: none"> • Work with NDSU Extension staff, agribusiness professional and local experts from North Dakota communities to plan, facilitate, and teach an annual program series focused on farm/ranch business planning. • The program series will be held in locations across ND. (local agents will choose to be involved or not as they access the needs of their county) • Each location will have a series of six sessions over a six week time period. Half of each session will be delivered via Interactive Video Network. The other half will be delivered by a local presenter. • Topics to be included: risk management, record keeping, computer software, marketing, business plans, estate planning and money management. • Annie's Project will be designed primarily for a single gender audience. • An in-service training session will be held each year to prepare all involved staff to deliver the program. • Securing of financial resource from the private sector each year will keep the cost to the participant at an affordable level. • The program will be marketed through several outlets including: NDSU and Prairie Grains web sites, state wide publication including AGWEEK and FARM & RANCH GUIDE, program brochures and local media source
Evaluation plan/tool	<ul style="list-style-type: none"> • Baseline data will be gathered from each participant at the beginning of the project. This will be summarized for each site. • Each site facilitator will gather input from participants during the course of the project to help "fine tune" the delivery of educational materials each week.

	<ul style="list-style-type: none"> • A comprehensive evaluation will be completed by every participant at the conclusion of the project. These will be tabulated and summarized for each location. • A follow up evaluation will be sent to approximately 25% of the participants six – nine months following the completion of the project. This will be an attempt to measure longer term impacts of the project • The final evaluations will be sent to the national Annie’s Project office to be used in determining national impact of Annie’s Project.
<p>Anticipated impacts</p>	<ul style="list-style-type: none"> • ND farm & ranch women will improve their knowledge of farm business planning, marketing and use of computers to encourage them to become a more integral partner in managing their farm/ranch business. • Participants will develop a network of support they can rely on for information and sharing in the future. • Farm and ranch families will work more closely together to monitor their business plans to help them determine whether changes are necessary to meet their short term and long term goals. • The farm business planning process will help producers and their families more precisely identify and achieve their identified goals for their farm/ranch businesses.