

Expanding Annie's Project Together



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Extension Agent Role

- Serve as instructors, facilitators, or coordinators.
- Assist in participant recruitment and community engagement.
- Foster a welcoming and inclusive environment for participants.

How to Recruit Participants

- **Community Outreach:** Partner with local agricultural networks, farmer's markets, and direct farm visits.
- **Social Media & Digital Marketing:** Use Facebook, Instagram, Twitter, and email newsletters.
- **Flyers & Posters:** Promote through community spaces and local businesses.
- **Incentives:** Offer early bird discounts or preview events.

Identify Local Partners



Attorneys



Insurance Agents



SOIL AND WATER
CONSERVATION
SOCIETY



ANNIE'S PROJECT
EMPOWERING WOMEN IN AGRICULTURE

Our mission: To empower women in agriculture to be successful through education, networks, and resources.

Why Annie's Project?

This six-week course that is a discussion-based workshop bringing women together to learn from experts in production, financial management, human resources, marketing, and the legal field. Each session offers time for questions, sharing, reacting, and connecting with presenters and fellow participants.

The classes are relaxed, fun and dynamic way to learn, grow and connect with other women in agriculture.



"I took the class to gain a better understanding about agribusiness and how financial decisions impact our farm operation. I have a better understanding of balance sheets and the futures market...this class has improved communication with my spouse on concerns he works with on a daily basis."
—Linda

Wednesday Evenings from 6 - 9 PM

Light refreshments will be served.

UF/IFAS Extension Marion County, Ocala

UF/IFAS Extension Volusia County, Deland

For more information, call Lynn Nobles or Giovanna Benitez at 352-671-8400 or e-mail noblesp@ufl.edu, g.martell@ufl.edu in Marion County, or Ashley Stonecipher ashleykush@ufl.edu in Volusia County.

Only \$60 for all six sessions!

[Annie's Project Tickets, Wed, April 17, 2024, at 6:00 PM/](#)
[Eventbrite Link](#)

Annie's Project

April 17

- Human resources
- Understanding risk assessment
- What is management?

April 24

- Farm programs
- Internet resources and tools
- Business plans

May 1

- Women and money
- Financial documents
- Marketing

May 8

- Insurance for farm families
- Agricultural spreadsheets for analysis
- Interpretation of financial statements

May 22

- Agricultural tax issues
- How property is titled
- Estate planning
- Retirement issues for farm families

May 29

- More on agricultural finance
- Other topics of interest
- What have we learned
- Graduation photograph

Current students and teachers get a 30% discount, contact us for the code.

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Hands-on Activities

Examples of Engaging Learning Opportunities:

- Budgeting & Financial Planning Simulation
- Risk Management Scenarios
- Farm Marketing Plan Workshop
- Farm Financial "Shark Tank" Pitch
- Interactive Legal Document Review

Networking Opportunities

Ways to Build Connections:

- Peer-to-Peer Learning Groups
- Farm Business Co-ops or Collaborations
- Mentorship Programs
- Industry Panels & Guest Speakers
- Field Days and Farm Tours
- Online Forums & Social Media Groups



How Extension Agents Can Implement Annie's Project

- **Develop Partners:** Collaborate with local organizations to expand reach.
- **Recruit Participants:** Engage women in agriculture through various outreach methods.
- **Organize Weekly Education Sessions:** Provide hybrid learning in key areas.
- **Offer Hands-on Activities:** Engage participants in real-world farming scenarios.
- **Facilitate Networking Opportunities:** Build connections among women in agriculture.

**Annie's Project
Official site**



SCAN ME