

## Educational Objective

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

## Why Annie's Project?

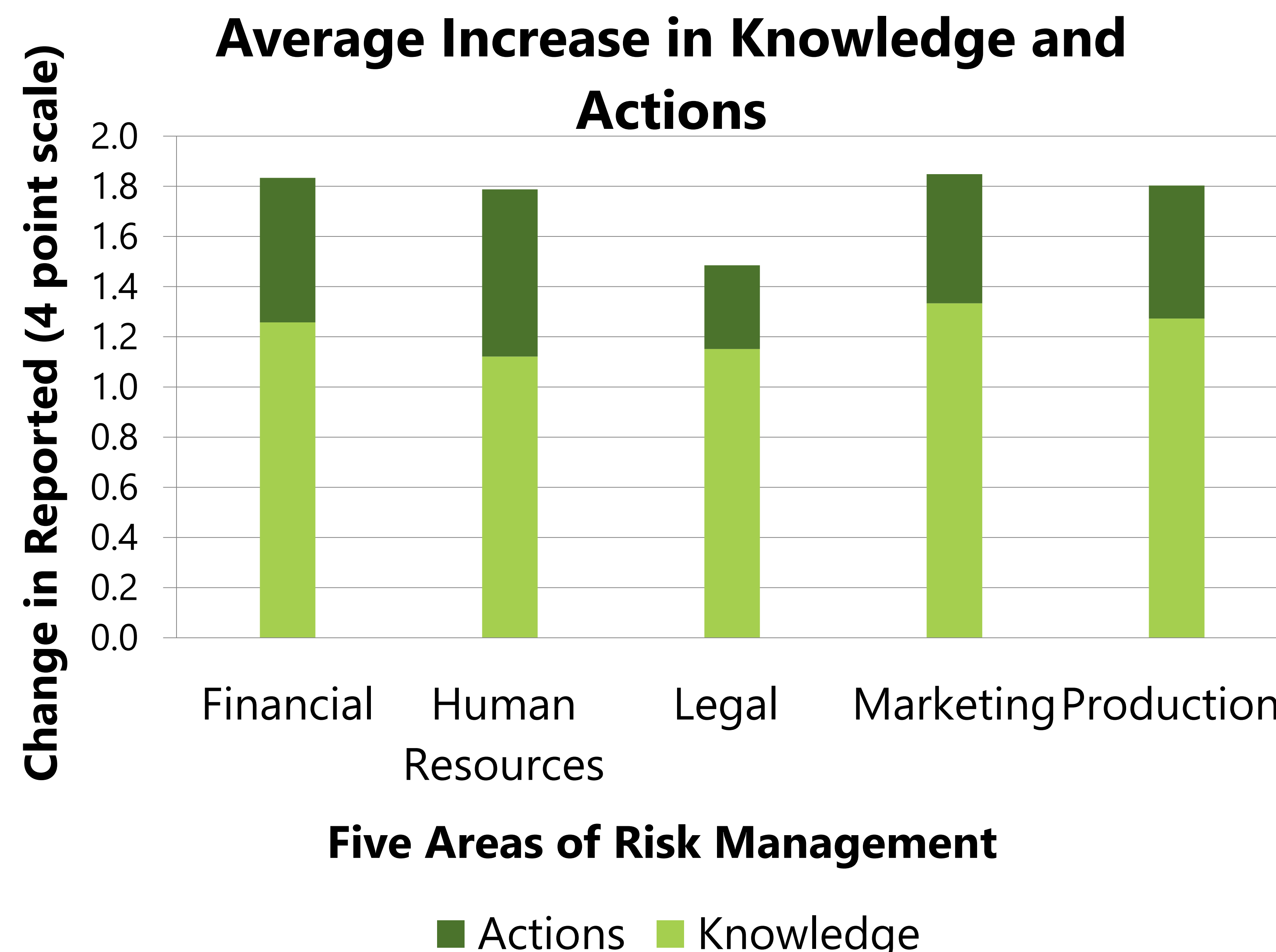
This six-week course is a discussion-based workshop bringing women together to learn from experts in production, financial management, human resources, marketing and the legal field. There's plenty of time for questions, sharing, reacting and connecting with presenters and fellow participants. It's a relaxed, fun and dynamic way to learn, grow and meet other farm women.

## Impact

The biggest changes in knowledge gained were in the area of Production. Post test results revealed that 78% or respondents increased knowledge to know quite a bit or became completely familiar with the production topics presented during Annie's Project seminars, compared with only 13% in pre-tests. After participation in Annie's Project marketing seminars, respondents are in progress or have completed a marketing plan (75%), use reliable sources for market price information (88%), and explore ways to manage price swings in the marketplace (75%). 88% agree or strongly agree that information was valuable and provided in a safe and encouraging environment.



*"Annie's Project was a complete head to toe coverage of anything related to farming. It was especially enjoyable because I got to have fun learning with other women in agriculture. Not only did I learn new things, Annie's Project was also a great refresher course of some of the things I've forgotten. I highly recommend this course; it was very educational and a lot of fun!" – Jenny, Level 2- 2019*



## Implementation

In 2018 the first Annie's Project Level 1 was held in Hot Spring County. Classes are kept with less than 12 participants, so the ladies are comfortable sharing as group. During each weekly session there are hands on components. One week that was backing a trailer through an obstacle course, one week it was creating a marketing plan for their farm. The first five weeks are all scheduled covering each area of marketing risk, the sixth week was ladies' choice on the topics. The program was very well received and asked to be continued.

In 2019, Level 2 was held. Topics all still fell under the risk management key themes but were more advanced. In this session participants were able to learn how to artificially inseminate cattle, create an estate plan, and much more. Farm visits and tours were key components in both sessions.

In 2020, the program was cancelled due to COVID. The program was rescheduled for August 2021. When the Delta Variant hit, the program shifted to virtual and the Inspired by Annie's format. The Zoom platform was used to host the sessions each week for one hour. The first five weeks we covered one of the risk management themes, and the sixth week remained ladies' choice.

The program is set for April 2022 to resume in person.



Participants learned the importance of pulling hay samples to develop custom feed rations.  
 Level 1- 2018



Participants were able to attend sessions held on the farm to practice cattle handling hands on.  
 Level 1- 2018

Winter Grazing Scenario (150 days)		
As of 8/27/21: Expect to buy/retain 550 lb. steer on 10/15/21		
October Futures	AR October Basis (550 lb. Steer)	Expected Buy/Retain Price
\$168.43/cwt	-\$3.90/cwt	\$164.53/cwt
As of 8/27/21: Expect to sell 850 lb. steer on 3/15/22 (2lb. ADG)		
March Futures	AR March Basis (850 lb. Steer)	Expected Sell Price
\$168.88/cwt	-\$5.50/cwt	\$163.38/cwt
• VOG: \$483.82/head or \$1.61/lb. • \$1.61/lb. is your break-even COG		

In August 2021, the program was shifted to Inspired by Annie's and conducted virtually through Zoom. Sessions were shortened to one-hour weekly sessions with each week focusing on a different area of risk management.