



## Expanding Annie's Project throughout New York State

According to the 2007 USDA Ag Census, **New York** State farm ownership by women was 18%, a 15% increase since 2002, and a 30% increase since 1997. Additionally, the number of women principal operators had risen 29%, versus only 4% for all principal operators. With this shift in responsibilities follows the need for improved knowledge and understanding of farm operations, in order to ensure the successful management of the risks associated with farm businesses.

To address these needs two educators with **Cornell Cooperative Extension** (CCE) conducted a pilot program in 2010, utilizing the national Annie's Project curriculum to provide agricultural risk management education specifically designed for farm women. The initial program included 24 participants at 2 host sites, and was so well received that it was expanded to 48 participants at 4 host sites the following year. The success of the program led to significant public recognition and an interest in further expanding the project for delivery statewide. The co-leaders carefully considered evaluations from both participants and facilitators, incorporating feedback into significant improvements to the program syllabus to better accommodate audiences from both homogeneous and diversified commodity areas. The

expansion of Annie's Project was then pursued with three primary goals identified: 1) to meet a human resource need by engaging women in agriculture statewide; 2) to enhance regional economic impact through agricultural risk management education; and 3) to simultaneously introduce a risk management curriculum and program methodology to CCE agricultural educators statewide to increase the opportunity for sustainability in program delivery.

During February and March of 2014 the Annie's Project curriculum was delivered to 144 women across the state. The programming was conducted at 13 sites for 6 consecutive weeks, and utilized an interactive communications system (WebEx). In a 6-month follow-up survey, participants indicated that they were using their new skills on-farm and believed they had become more effective farm partners or owner/operators. They expressed an interest in seeking higher levels of risk management education, and many had connected with local resources introduced during the training sessions. Over 50% had contacted a professional regarding agricultural finance issues, 37% had contacted a professional regarding ag legal issues, 40% regarding production issues, and over 65% had reached out to another Annie's Project participant for consultation/support. In addition, almost 70% indicated that they had shared information from the program with other farmers, further extending the reach of the project.



**“Participating in Annie's Project has had a great impact on my operation. It allowed for me to step outside my business and take a good look at what I could improve...” – NY Farm Woman**





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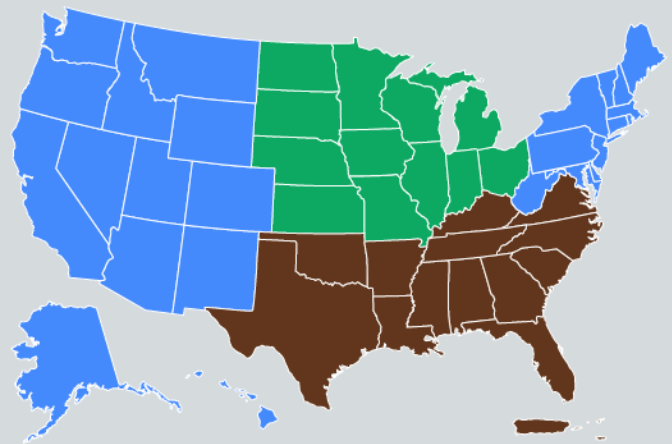
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**“Educating America’s farmers and ranchers  
to manage the unique risks of producing food  
for the world’s table.”**

**Extension Risk Management Education (ERME)** is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.  
<http://ExtensionRME.org>



**ERME Regional Centers**



**NORTH CENTRAL  
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RISK MANAGEMENT  
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University of Nebraska  
Dept. of Agricultural Economics  
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**NORTHEAST  
EXTENSION  
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