

Why Choose Annie's Project?

Annie was a woman just like you- she spent her lifetime learning how to be an involved business partner with her farm husband. Together they did great things, but it wasn't easy. This is Annie's Project – to take her experiences and share it with farm women living and working in a complex business.

You, along with your classmates will learn in-depth knowledge on:

- Marketing and Pricing
- Production Risk
- Financial Management
- Human & Personal Risk
- Legal Risk

You will also complete a full business plan during the course.

Annie's Project NJ is sponsored by the following agencies...



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



FARM CREDIT EAST, ACA

RUTGERS

New Jersey Agricultural
Experiment Station

→ Farm Business Management Course For Women

"Annie's Project"

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

Two Locations

Cape May Court House, NJ

Hackettstown, NJ

6 pm - 9 pm

(6 weeks)

Name

Address

Phone

E-mail

Registration is \$50.00 per person. (Provides materials, break refreshments and instructors.)

Deadline: Tuesday, February 8, 2011 ~ Checks payable to: "Annie's Project NJ"

~ Mail registration and payment to ~:

Hackettstown Course:
129 Morris Turnpike
Newton, NJ 07860

Cape May County Course:
Jenny Carleo- RCE, 4 Moore Rd. DN-703
CMCH, NJ 08210

Course Topics

The course will be held in 6 sessions.
The topics included are:

- . Management Styles
- . Developing a Mission/Vision Statement
- . Basic Marketing – Marketing Plan
- . Social Media – Websites, Blogs, Facebook, Twitter, YouTube, Texting, etc.
- . Free Advertising – Community Calendars & How to Write a Media Release
- . Promoting Local Support
- . Product pricing
- . Crop Insurance
- . Farm Loans, NAP & other FSA programs
- . Production Record Keeping
- . Livestock/Food Industry, Food Safety
- . Farm Transfer and Estate Planning
- . Business Planning
- . Understanding Farm Insurance Policies
- . Women and Money – Family Finances, Credit Report, Household Budget - How does your Money Flow?
- . Financial Documents
- . Labor Management Basics
- . How to get and keep good employees
- . Role Playing on Labor Issues
- . Life, Health, Disability, & Farm Insurance
- . Part-time Employee Risk Management/ ... And more!

Important Details

Classes (6) will be held in Hackettstown, NJ starting Tuesday, February 22, 2011 and Cape May Court House, NJ beginning Thursday February 10, 2011. All classes are 6-9 pm. Contact your local Agricultural Extension Agent for more details: <http://njaes.rutgers.edu/county/>

Or call the following numbers depending on your location:

Steve Komar: 973-948-3040

Bob Mickel: 908-788-1338

Jenny Carleo: 609-465-5115

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders. Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.

