Women Planning Ag Businesses

- Taught in the tradition of Annie’s Project
- Topics of importance to your future in farming
- Brief presentations and extended discussions with ag professionals
- Practical hands-on activities
- Decision making resources available to you
- Networking with other farm women

Women Planning Ag Businesses courses in Iowa are made possible by these statewide sponsors.

Farm Credit Services of America
USDA
Women Food & Agriculture Network

I'm a huge proponent of any woman starting her own business – whatever it is.
It's really fulfilling at the end of the day...knowing I've done this and these are my rewards.

—Lacy, Odebolt, Iowa

WOMEN in AG Courses in Iowa

Women Planning Ag Businesses
A course to help you plan and document ideas for new or expanding businesses.

Course begins Saturday, February 3, 2018 and continues February 10, February 17, February 24 and March 3
9:00a.m. - 3:00p.m.
Iowa Cattlemen’s Association
2055 Ironwood Court
Ames, Iowa
What is Women Planning Ag Businesses?
This course is for women interested in exploring, starting or expanding a farm or agriculture-related business. Women Planning Ag Businesses will provide a step-by-step process for developing business plans for local foods, agritourism, family farm expansion or redirection, and more. This course includes four classroom sessions plus one tour. The tour will highlight resources at Iowa State University and successful ag business start-ups. Through careful planning, women can improve business success and profitability. The class will help women refine goals, consider production methods, identify marketing channels, design job descriptions, and gather financial information. Along the way, women will access important resources and build their professional network.

www.aep.iastate.edu/womeninag

At the end of the course, participants will know more about:

- Creating the Ag Business
  - Understanding how the business will make money
  - Determining ownership structure

- Producing Goods and Services
  - Accessing land and other resources
  - Keeping production records
  - Applying for USDA programs
  - Complying with regulations
  - Buying property and liability insurance

- Valuing the Market
  - Finding a competitive advantage
  - Determining products, price, placement and positioning

- Managing the People
  - Developing a personnel plan
  - Working with professionals
  - Choosing health, life and disability insurance

- Planning Financial Success
  - Assembling a balance sheet
  - Developing income and cash flow projections
  - Determining why, when or how much money to borrow

Registration - $75

Mail registration form with check, payable to Iowa State University, to:
ANR Program Services
1151 NSRIC, Ames, Iowa 50011-3310
Advance registration is required for all Women in Ag courses and enrollment is limited. Registrations must be completed online or postmarked no later than midnight.

Saturday, January 27, 2018

Ames, Iowa

For assistance with registration, receipts, cancellation or questions on the status of your registration, contact Program Services at 515-294-6429 or anr@aastate.edu.

For questions about course content and class status for this location please contact:

ISU Extension and Outreach - Story County
Katie Williams
kwillia@iastate.edu
515-382-6551

The fees for service will be used to offset expenses and to support ISU Extension and Outreach Agriculture and Natural Resources Programs.