

EXTENDING KNOWLEDGE  
EMPOWERING WOMEN

IOWA STATE UNIVERSITY  
Extension and Outreach

## WOMEN in AG Courses in Iowa

### Women Planning Ag Businesses

A multi-session course to help you plan and document ideas for new or expanding businesses.

Classes begin Tuesday, January 25, 2022  
and continue Feb. 1, Feb. 8,  
Feb. 15 and Feb. 22

9:00 a.m. - 12:00 p.m (meal at Noon)  
Woods Edge Golf Course (upstairs)  
504 W. Union St. | Edgewood, Iowa  
In Clayton County, contact  
Holly Loan

hloan@iastate.edu | 563-245-1451  
in Delaware County, contact  
Jade Hargrafen Schneider  
jadeh@iastate.edu | 563-927-4201  
Cost: \$75 Register by Jan. 18, 2022



#### 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.



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“ 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, Oldebolt, Iowa







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“ We’re trying to show people you can plant trees, you can have that permanent cover there, and make an income...a really nice income! We’re most successful with the chestnuts right now...we make really good money off the chestnuts! ”  
**—Kathy, Wapello, Iowa**

**What is Women Planning Ag Businesses?**

Thoughtful planning improves business success. This course is for women interested in exploring, starting, or expanding a farm or rural business. It offers a step-by-step approach for developing business plans for local foods, family farm growth or transition, rural businesses such as arts, sales, or transportation, and more. Women Planning Ag Businesses is a multi-session course. The course covers production methods, new markets, job descriptions, cash flow and other topics important to building a profitable business. Women will access valuable resources and support while writing their personal business plan.

[www.aep.iastate.edu/womeninag](http://www.aep.iastate.edu/womeninag)

**Participants will learn more about:**

- **Designing the Opportunity**
  - ▶ Goals and mission
  - ▶ Ownership structure
  - ▶ Building net worth
- **Producing Goods or Services**
  - ▶ Job descriptions
  - ▶ Risk management
  - ▶ Production protocols
  - ▶ Breakeven cost
- **Marketing the Business**
  - ▶ Market trends
  - ▶ Distribution channels
  - ▶ Four P's of marketing
  - ▶ Cash flow analysis
- **Creating an Overall Strategy**
  - ▶ Professional team
  - ▶ Strategic analysis
  - ▶ Accessing loans

**Registration** | Women Planning Ag Businesses  
 Register online at [www.aep.iastate.edu/womeninag](http://www.aep.iastate.edu/womeninag)

name  
 address  
 city     state     ZIP  
 phone  
 county  
 e-mail  
 **Registration - \$75**     \$  
 check number (payable to Iowa State University)

Are you able to bring a laptop or tablet computer for accessing online class material?

Yes     No

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, Tuesday, January 18, 2022**

For assistance with registration, receipts, cancellation or questions on the status of your registration, contact Program Services at 515-294-6429 or [anr@iastate.edu](mailto:anr@iastate.edu).

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

**Clayton County Extension - Holly Loan**  
[hloan@iastate.edu](mailto:hloan@iastate.edu) 563-245-1451  
**Delaware County Extension - Jade Hargrafen Schneider**  
[jadeh@iastate.edu](mailto:jadeh@iastate.edu) 563-927-4201

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