The MidAtlantic Women in Agriculture program engages, educates and empowers women on common issues in risk management. Farming is a unique business that has strong ties to family, values and land. These strong ties lead to the need for outreach and education on risk management topics such as financial planning, estate planning, marketing, communication, computer programs, budgeting, insurance and much more. As profit margins slim and expenses rise the importance of mitigating these risks has increased.

Women in agriculture programs will:
- increase knowledge
- implement risk management
- increase farm profitability

Results include writing an estate plan, compiling farm financial statements, creating a business plan, checking credit reports, marketing products and understanding regulatory information. This network reaches over 500 farmwomen in Maryland and Delaware as well as surrounding states.

MidAtlantic Women in Agriculture deliver risk and farm management training to women in the region through a variety of learning environments. These include:

1. **Annie’s Project classes** – An eight week course offered annually since 2008 has been attended by 514 women held at 20 unique locations across Maryland, Delaware and Virginia.
   a. **Managing for Today and Tomorrow** – A six week course that began in 2013 attended by 29 women giving a more in-depth focus on financial and farm transition planning held at three locations across Maryland and Delaware

2. **Regional Women in Agriculture Conference** - Attended by approximately 175 participants annually across five states featuring keynote presenters and breakout sessions for participants to choose from.

3. **Social Media, Webinars and Outreach** – Created to maintain network and education. Social media outlets such as Pinterest, Facebook and twitter. Also utilize quarterly newsletters, reunion meetings, farm tours and monthly webinars.

**Regional Women in Agriculture Conference**

The goal of the Annual Women in Agriculture Conference is to bring all women across cultures who are interested in agriculture together for a regional conference. The conference focuses on all five areas of risk management and provides tools which will enable women in agriculture to make more informed decisions regarding their agribusinesses and risk management. It is a collaboration with two other states, New Jersey and Delaware, so as to maximize resources and reach a larger audience.
The conference has served as an institution where attendees participate, learn and improve management skills for their business and families. Another important aspect of this conference is the networking opportunity it provides for women to learn and share with other women a similar business field. Past years’ conference evaluations have indicated that participants gain as much knowledge from session speakers as they do from networking with other participants.

<table>
<thead>
<tr>
<th>End of Conference Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% of participants have attended over 4 years of the conference</td>
</tr>
<tr>
<td>46% made changes in their agricultural business as a result of past conferences</td>
</tr>
<tr>
<td>98% rate the event as good or excellent</td>
</tr>
<tr>
<td>99% rate the educational value as good or excellent</td>
</tr>
<tr>
<td>94% rate the opportunity for discussion and networking as good or excellent</td>
</tr>
<tr>
<td>97% felt more prepared to make informed decisions on the farm</td>
</tr>
</tbody>
</table>

**Wednesday Webinars**

Webinars are conducted the second and fourth Wednesday of each month. In 2015 there were 22 offered. The evaluation was sent to 473 registrants (89 responses 19% response rate). 96% attended the webinar with some or slight knowledge of the topic. After the webinar 92% gained moderate or significant knowledge. Results concluded a statistically significant increase before and after webinar attendance. Participants report increasing knowledge by 48%. Those that reported no knowledge or slight knowledge increased by 64%. 56% plan to make a change as a result of the webinars.

For more information:

- [www.extension.umd.edu/annies-project](http://www.extension.umd.edu/annies-project)
- [www.extension.umd.edu/womeninag](http://www.extension.umd.edu/womeninag)

Follow us on Facebook:

- [www.facebook.com/MidAtlanticWomenInAgriculture](http://www.facebook.com/MidAtlanticWomenInAgriculture)

Follow us on Pinterest:

- [www.pinterest.com/womeninagma](http://www.pinterest.com/womeninagma)

Twitter: @MidAtlanticWIA

---

The University of Maryland Extension programs are open to any person and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, national origin, marital status, genetic information, political affiliation, and gender identity or expression.