Annie's Project to be Offered Statewide in 2011

Mid-West WIA Conference

Succession Planning

Agriculture Achievement and Leadership Awards

Encouraging Women in Ag to Blog

Thanking of 2010 Sponsors

Taking Ag to the Classroom

Experts: Returns of Crop Storage lower than normal

2011 Sponsors

Naming Contest

Upcoming Events

Important Notice about WIA Newsletter

The Purdue Extension Women in Agriculture team will present a new round of Annie's Project courses starting in January to help farm women become better business partners. The program includes critical decision-making and information topics on production, marketing, financial, legal and human resources risk management. "Annie's Project is a very valuable set of business-based workshops, especially in this time of volatility in agricultural prices and inputs," said Kelly Heckaman, Purdue Extension educator. "At a time when it's vitally important to manage farm operations by the margins, Annie's Project will emphasize ways to make better financial and risk management decisions."

This year's program will take place every Thursday from Jan. 13 through Feb. 17. Host sites in Henry, Delaware, Kosciusko and Fulton, and Wayne and Union counties and the Pinney Purdue Agriculture Center will present Annie's Project 1-4 p.m. (EST). Sites in Benton, Dearborn and Ohio, Franklin, Hamilton and Jasper counties, and southwest Indiana will host the program 6:30-9:30 p.m. (EST).

**Session topics are:**
* Jan. 13: "Introduction to Annie's Project."
* Feb. 10: "Computer Software and Record Keeping for the Farm Business."

"We have a great mix of local and Purdue..." Continued on Page 2

Join us on the Sunny Side of Louisville

The 10th annual Women in Agriculture conference in February will help participants build their businesses and become stronger advocates for agriculture.

The conference will be Feb. 24-25 at the Sheraton Louisville Riverside Hotel, 700 W. Riverside Dr., Jeffersomville.

"We hope the ladies gain information in areas that are important to the success of their agriculture enterprises, network with others and leave motivated to return to their farm or agribusiness," said Purdue University Extension educator Elysia Berry, an organizer of the conference.

The meeting's keynote speaker, Sarah Aubrey, aims to provoke ideas from other entrepreneurs about building businesses and succeeding in their dream jobs with her speech "Born to fly: The ups and downs of being a farm woman entrepreneur." Berry said Aubrey is "a farm girl who loves livestock, land and good living."

Another featured speaker, Marshall Stewart, associate director of... Continued on page 5
In many instances, we tolerate a lack of planning but farming should not be one of them. Farmers have too much at stake not to make the investment. Consider that running your business on the “hope” that your farm business stays focused and efficient is a bet even Vegas wouldn’t want. Relatively speaking, succession plans are a low-cost form of insurance that the many small risks that might be encountered during a transition stay that way – small.

The value of a farm succession plan is not new to Indiana farmers. The known value of a transfer plan though does little to minimize the time, dollar, and people-costs involved. Planning infringes on our time and checkbook, it can feel overwhelming right from the start, and rarely do we encounter group consensus – with respect to plan content and/or process from the beginning. These factors play right to a recent estimate that fewer than 10% of farmers have a succession plan. How then to motivate farmers to initiate and implement a farm succession plan?

One strategy is to offer an on-farm facilitator that can meet one-on-one with farm families and help them navigate the process. To this end, Purdue Extension recently hired Angela Gloy. Angela comes to Purdue from Cornell University’s FarmNet/FarmLink Program that has provided this type of farm family assistance to New York farmers since the 1980s farm crisis.

A similar farm family assistance option is in the works on behalf of Indiana farmers. Angela will be part of a team that can respond to individual farmer requests for confidential, on-farm meetings. The team will be especially well-versed in facilitating family meetings and process-oriented tasks such as identifying relevant written resources, as well as attorneys, accountants, and other professionals that compose the advisory team. In addition, the team will also be familiar with related topics like conflict management, farm financials, business structure, tax concerns, human resource management, and next generation leadership development.

In addition, Angela will continue to work closely with all of extension and the farm community on programming, developing written planning tools for farmers, and promoting all of the planning processes (e.g., business, marketing, estate, retirement, and succession) relevant to farm businesses.

Angela’s work with farm families complements existing departmental programs offered by farm business management faculty. Prior to working on farm succession issues, Angela worked with the Cornell Program on Dairy Markets and Policy, focusing primarily on market development opportunities for the industry. Her M.S. and Ph.D. degrees are from Texas A&M University and Purdue University, respectively.

For more information about this program, or to schedule a meeting for your family, contact Angela Gloy at 765-494-4309 or via e-mail at agloy@purdue.edu.

**Upcoming Farm Succession Program Opportunity**

31st Annual Farming Together Workshop, Purdue University Campus: January 28-29, 2011.

Alan Miller at 765-494-4203, e-mail millenwa@purdue.edu, Craig Dobbins at (765) 494-9041, e-mail cdobbins@purdue.edu

---

*Annie’s Project continued from page 1*

speakers for the series,” Heckaman said. "The Purdue specialists and agribusiness experts add valuable experience and practical information to the program."

Registration is $75 per person until Jan. 6. After that date, registration increases to $85 per person.

A brochure with specific county schedules and contact information is available on the Purdue Women in Agriculture website at [www.agriculture.purdue.edu/wia/](http://www.agriculture.purdue.edu/wia/)

Annie’s Project is a six-week course designed especially for farm women. Sessions combine lecture, discussion, individual and small group activities and computer training. The program began in honor of Annie Fleck, who lived in a small town in Illinois and spent her lifetime learning to become a better farm business partner with her husband.

Jennifer Stewart, Purdue Agriculture, Ag Communications
Purdue Extension honored two women for their dedication and involvement in agriculture with Women in Agriculture Achievement and Leadership awards Aug. 13 at the Indiana State Fair.

The Achievement award, which recognizes women who are directly involved in a home farming operation, was given to Louise Beaman of Johnson County for her work on her family’s large farrow to finish hog operation and grain farm and for her efforts in working with legislative issues affecting Indiana agriculture.

The Leadership Award, given to a woman in an agribusiness or policy-making position, was awarded to Carolyn Hegel of Wabash County for her involvement in the agriculture industry for the last 20 years.

“Traditionally, agriculture has been thought of as a man’s industry,” said Stacy Clupper, Purdue Extension educator in Blackford County. “Our award program is designed to help illustrate the importance of women in the industry. Over the last several years we have been able to award and recognize individuals who have made very significant contributions to agriculture in Indiana. We hope this recognition will encourage other women to consider agriculture as a career choice or lifestyle and proved them with positive role models.”

Winners are chosen based on the application and letters of reference submitted on their behalf, Clupper said. “We look for applicants who have committed themselves to Indiana agriculture either through agribusiness, positive legislation efforts, direct involvement in farming operations, or community service,” she said.

Beaman, along with her husband and son, own and operate Beaman Farms near Franklin. In 1998, the family was awarded the AgriNews Farm Family of the year in Johnson County.

Beaman has been involved with Purdue Extension through the 4-H program and the Extension Board, where she has served as president. She also served as representative for the Purdue Council for Agriculture Research, Extension and Teaching and secretary for the national Council for Agriculture, Extension and Teaching for the north-central region.

Beaman also has received the Johnson County Rural Life award and the county and state Friend of Extension Award for her work and devotion to Indiana Agriculture.

Hegel owns and operates Hegel Homestead Farm and is part owner with her siblings of their parents’ farm with her siblings. She owns a small beef cow/calf herd and provides calves to 4-H members for the County Born and Bred project.

Hegel is a public speaker on agriculture issues and provides agriculture statistical information to local farmers. Hegel has served as an Indiana Farm Bureau state officer. Traveling about 50,000 miles a year and attending and speaking at events. She also was a columnist for Hoosier Farm Magazine for 26 years.

She also served as Indiana Farm Bureau’s second vice president, in which she was an advocate of and worked to increase public awareness of agriculture.

The Women in Agriculture awards program is one of many programs sponsored by the Purdue University Extension Women in Agriculture team.

“That some achieve great success, is proof to all that others can achieve it as well.”

Abraham Lincoln
“Blogging to Build Relationships” was the theme of a workshop hosted by Indiana Soybean Alliance (ISA) and Indiana State Department of Agriculture (ISDA). More than 25 women gathered at the Indiana Soybean Alliance office on April 20 to learn the ins and outs of how to start a blog.

“Our project’s intent is to encourage women in Indiana agriculture – on and off the farm – to build relationships with consumers outside of agriculture to develop trust and understanding about their food and where it comes from,” said Leah Beyer, ISA Livestock Director. “We intend on equipping women with the tools and basic knowledge they need to use personal blogs to find common ground with other women (and men) through shared hobbies and interests. Through this common ground and relationship building, opportunities will arise to share other parts of their life and farm giving non-ag readers ‘a friend in agriculture.’”

The project began with a session at the Midwest Women in Agriculture Conference in Indianapolis in February. More than 30 women attended a talk about social media opportunities for their farm. Those women and others were then invited to attend a follow-up workshop to dig into the details of starting a blog.

Led by Beyer and Cris Goode, ISDA Director of Communications and Outreach, the free workshop focused on providing participants with the basic knowledge, tips and tools needed to get their blog started correctly. After a quick brainstorming session to help participants name their blogs, the rest of the session included plenty of hands-on time to allow each woman to start to build their blogs and ask questions when needed.

Here are some tips when starting a blog:

Think about your hobbies, nicknames and words that rhyme with your name when deciding on a blog name. Include a tagline. For example, Goode’s blog is named GOODEness Gracious and her tagline is “Common sense commentary on working motherhood, cooking and all Goode things.”

Keep your target audience in mind. Blogs focused on building relationships can build connections with women like you.

Talk about things you like to talk about and be positive, funny and real.

Include ag and non-ag content.

Use photos and videos in your posts. Include links to other blogs, Web sites and resources.

Be consistent, be conversational, be engaging.

Beyer and Goode used their personal blogs as examples to show participants some of the tools being taught. Beyer’s blog is www.beyerbeware.blogspot.com and Goode’s blog can be found at www.goodenessgracious.blogspot.com.

At the end of the day, 25 women walked out of the room with a start of their own personal blog, a binder full of tips and ideas, and the motivation to share the positive story of agriculture in a non-traditional way. Future workshops and outreach about blogging are planned. If you are interested in starting a blog that would include messages about Indiana agriculture, please contact Leah Beyer at lbeyer@indianasoybean.com or Cris Goode at cgoode@isda.IN.gov.
Conference continued from page 1

North Carolina Extension Services from the University of North Carolina, will share information on becoming advocates of agriculture with his speech "Spreading the message: Promoting your vision, your operation and our industry." Stewart is widely recognized for his knowledge and expertise in leadership development, legislative affairs, educational and agricultural trends, youth development and rural issues.

Issues to be covered include forest management, crop and disease scouting, commodity marketing and estate planning.

Before Feb. 7, the fee to attend both days is $90 or $80 to attend just one. After Feb. 7, the cost is $140 for both days or $115 for one. The fee includes lunch both days and dinner the first. Lodging is not included in the registration fee. There will be a room block available for conference attendants at the hotel.

To register or for more information, visit the Purdue University Women in Agriculture website at www.agriculture.purdue.edu/wia.

Jeanne Gibson, Purdue Agriculture, Ag Communications
Taking Ag to the Classroom

With schools facing cuts and shrinking budgets, there is still something free. Indiana Farm Bureau, Inc. offers a free program called Ag In The Classroom. Trained volunteers work in their counties and visit schools bringing in ideas and hands of projects to help students understand where their food, fiber, and fuel really come from. Kids are amazed when they learn that chocolate milk does not come from brown cows, or that the milk they drink can be turned into cheese. During the 2009-2010 school year over 65,000 students were reached with the program and those numbers continue to grow each year.

Volunteers take a variety of programs into the schools including where a pizza comes from, how seeds sprout, dairy, livestock, and many others. All the lessons are aligned with Indiana Department of Education standards. Volunteers are also encouraged to go outside of the classroom and take lessons to ag days, scout troops, daycares, and preschools.

Teachers can contact the Indiana Farm Bureau Home office to get more information on the program by calling Joni Wallman at 317-692-7870 or jwallman@infarmbureau.org. Once volunteers have an established relationship, teachers contact them directly to schedule classroom visits. New volunteers are always welcome to become trained, you must be a Farm Bureau member to qualify, just use the above contact information. Lessons and ideas are also available on the Farm Bureau website www.infarmbureau.org or become a fan on facebook Indiana Farm Bureau Ag in the Classroom.

Submitted by: Joni Wallman, Indiana Farm Bureau

Expert: Returns on Crop Storage Lower than Normal

Erica Sullivan, Purdue Agriculture, Ag Communications

WEST LAFAYETTE, Ind. – Farmers trying to decide whether to sell the crop they harvested this fall or continue to store it have a big question to answer: Will storing the crop lead to greater profits later?

Although that is a matter of speculation, the returns on crop storage are lower than normal this year, according to Corinne Alexander, associate professor of agricultural economics at Purdue University.

"Buyers are saying, through price signals, that they are willing to pay a lot more right now because they need the grain," Alexander said.

"The market isn't paying a lot to store, but that doesn't mean it's a bad idea. There's no easy rule of thumb." Alexander recommends that farmers who choose to store their crop avoid putting it into commercial storage, which is less profitable than storing it on the farm.

The increase in crop prices primarily is the result of lower yields for different crops around the world. This means that supply is tight in relation to demand, Alexander said. That likely will raise commodity prices.

Also playing into the current high prices is a drought in Russia and lower-than-expected yield in U.S. crops.

There still is uncertainty about the actual size of the corn crop as well as what the demand for corn will be. Corn production nationwide is expected to drop by 4 percent from last year on yields averaging 154.3 bushels per acre, compared with 164.7 bushels per acre in 2009, according to a November report by the U.S. Department of Agriculture.

In Indiana, corn production is forecast at 918.4 million bushels, down 2 percent from last year. In August, the USDA had projected that Indiana corn production this year would top 1 billion bushels for the first time.

Alexander said projections showed less than 1 billion bushels for the 2010-11 ending stocks, which is a tight number. Demand for corn acres is expected to be high in 2011. International circumstances also are playing into high crop prices. When Russia banned exports on wheat this year, countries that normally would import from Russia had to buy elsewhere. The result was increased demand for wheat exports from the U.S. and other countries, Alexander said.

"We're going into a year where we're expecting substantially higher prices for all commodities that are field-crop commodities, simply because there is going to be an acreage battle," Alexander said.

2011 Sponsors

Platinum
Farm Credit Services of Mid-America
Farm Works Software – CTN Data Service, Inc.
Indiana Farm Bureau, Inc
Indiana Farm Service Agency, USDA
Gold
Pioneer Hybrid International

Silver
Beck’s Hybrids, Inc.
Indiana Soybean Alliance
Midwest Ag Finance
Milk Promotion Services of Indiana, Inc.
VisionAg
Bronze
Louis Dreyfus Commodities

Want to be a 2011 WIA Foundation Sponsor? Contact Stacy Herr, sherr@purdue.edu, or 765-973-9281.
Newsletter Naming Contest

Are you creative and have a way with words? The WIA Newsletter is looking for a new name and needs your help. The WIA team is taking submissions for names for the newsletter. The winner of the naming contest will win a very nice bag with the Purdue Extension Midwest WIA logo on it. Submit your newsletter name to Daisy Fryman, dfryman@purdue.edu, or call 765-747-7732 by January 31, 2011. The winner will be announced in the next issue of the newsletter, coming out in April.

Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Website/Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 10-12</td>
<td>Indiana Soil and Water Conservation Districts Annual Conference</td>
<td>Indianapolis</td>
<td><a href="http://www.iaswcd.org">www.iaswcd.org</a></td>
</tr>
<tr>
<td>January 13-17</td>
<td>Annie’s Project Series – Multiple sites throughout Indiana</td>
<td>Multiple sites</td>
<td><a href="http://www.agriculture.purdue.edu/wia/anniesproject.htm">www.agriculture.purdue.edu/wia/anniesproject.htm</a></td>
</tr>
<tr>
<td>January 18-20</td>
<td>Fort Wayne Farm Show – Fort Wayne</td>
<td>Fort Wayne</td>
<td><a href="http://www.tradexpos.com/ftwayne">www.tradexpos.com/ftwayne</a></td>
</tr>
<tr>
<td>February 5</td>
<td>Purdue Ag Alumni Fish Fry – Indianapolis</td>
<td>Indianapolis</td>
<td><a href="http://www.agriculture.purdue.edu/agalumni">www.agriculture.purdue.edu/agalumni</a></td>
</tr>
<tr>
<td>February 16-19</td>
<td>National Farm Machinery Show – Louisville, KY</td>
<td>Louisville, KY</td>
<td><a href="http://www.farmmachineryshow.org">www.farmmachineryshow.org</a></td>
</tr>
<tr>
<td>March 11-12</td>
<td>Indiana Farm Bureau Spring Conference – Indianapolis</td>
<td>Indianapolis</td>
<td><a href="http://www.infarmbureau.org">www.infarmbureau.org</a></td>
</tr>
<tr>
<td>April 9-10</td>
<td>Purdue Spring Fest – West Lafayette</td>
<td>West Lafayette</td>
<td><a href="http://www.purdue.edu/springfest">www.purdue.edu/springfest</a></td>
</tr>
</tbody>
</table>

Important Notice About WIA Newsletter

The Women in Agriculture Newsletter is going green! This will be the last paper copy of the newsletter you will receive. If you wish to receive a paper copy by mail you must subscribe. Electronic versions are free and will be sent to your e-mail address. There will be 3 newsletters sent per year.

Mail to: Purdue Extension • Wayne County Administration Building • 401 E. Main St. • Richmond, IN 47374-4280

WIA Newsletter Subscription

Check which subscription you would like to receive.

☐ Please send me a paper copy subscription (cost $10). ☐ Please send me a free subscription by e-mail.

Name_________________________________________ Address_________________________________________

City, State, ZIP_____________________________ E-mail_________________________________________

Included $10 for paper copy subscription. E-mail subscriptions are free.

Make checks payable to Purdue ED Fund– Wayne County.
Important Reminders in this Issue

Register for Annie’s Project by January 6, 2011
Submit a creative name for the newsletter by January 31, 2011
Register for Midwest WIA Conference by February 7, 2011
Return you WIA newsletter subscription so you do not miss out on the next issue in April.

Annie’s Project II: Risk Management Education for Farm Women

Financial Session March 10 & 17, 2011
Succession Planning March 24 & 31, 2011
Commodity Marketing, March 29, 2011
More info on host sites and registration to be announced.

We’re on the web!

www.agriculture.purdue.edu/wia