



Heart of the Farm

Women in Agriculture

One-day risk management education
conferences

Joy Kirkpatrick
Outreach Specialist
Center for Dairy Profitability
University of Wisconsin

Jenny Vanderlin
Assistant Director
Center for Dairy Profitability
University of Wisconsin



Wisconsin

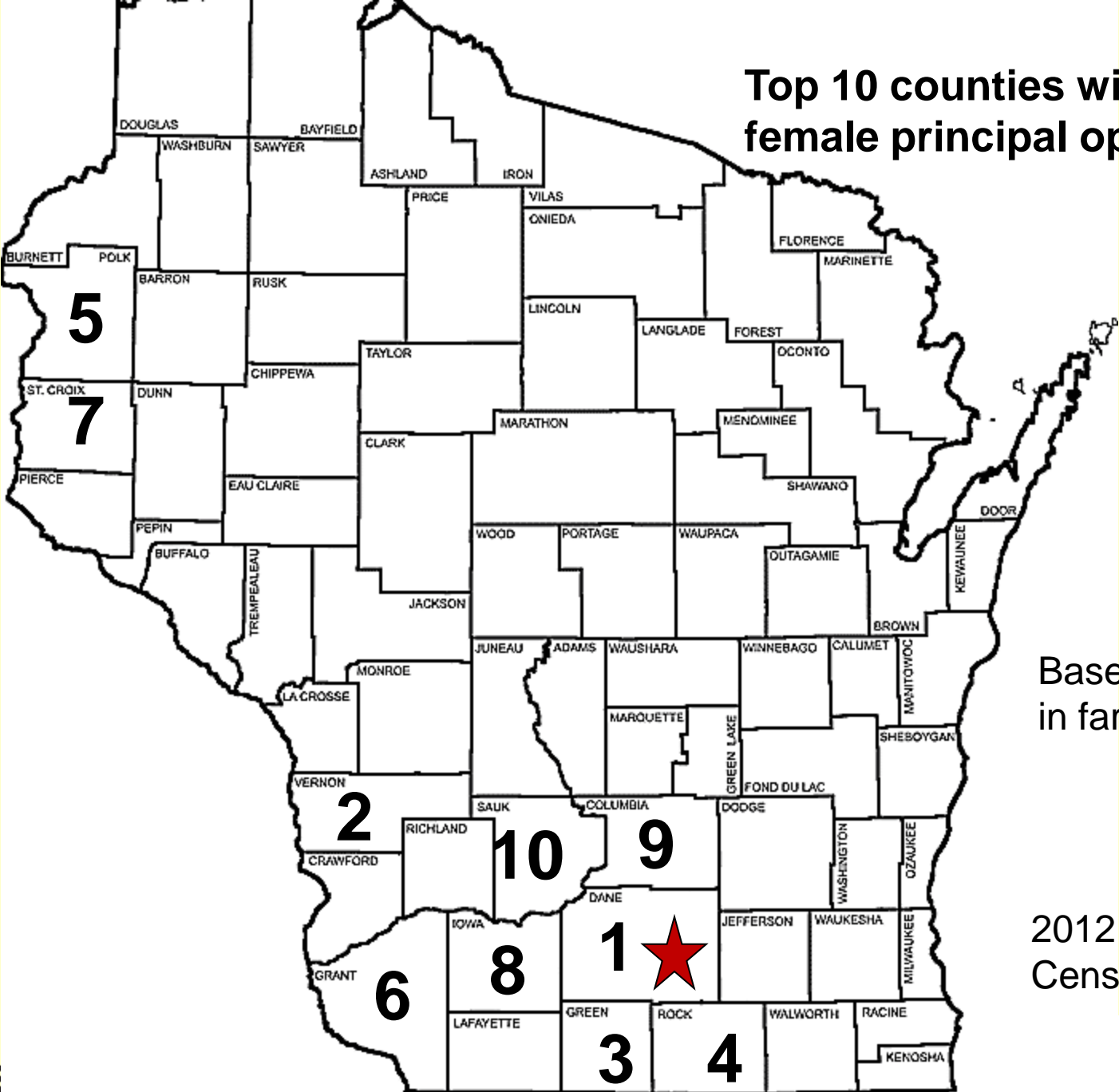
Of the 69,754 farms in WI

7,346 or just over one in ten are operated by women
(2012 Census of Agriculture)

Between **1997 - 2012** the number of women farmers
increased by **28.3%**

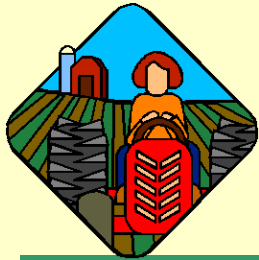


Top 10 counties with female principal operators



Based on land in farms

2012 Ag Census



Heart of the Farm

Women in Agriculture

Overall Mission

*Farm Management and Production Education for Women
Improving Farm Business Decision-Making*

Long-Term Goal

“...address the needs of farm women by providing education on pertinent topics, connecting them with agricultural resources, and creating support networks.”

Funding Source(s)

Primary: *USDA Risk Management Agency, Center for Dairy Profitability, UWEX FARM Team, WI Milk Marketing Board*

In addition: *UWEX Local Offices, Farm Credit Services, Local Banks*



Demographics

Heart of the Farm Conferences

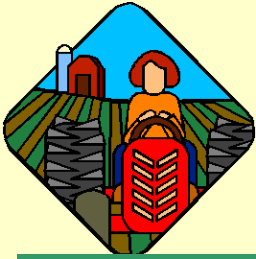
Most Attendees were from Dairy Farms
– Followed by beef, grain, hog farmers

43% Worked Off The Farm
– Averaged 31 hours per week

Wide Distribution of Ages
– Largest participation age 45-54,
followed by 35-44

Average Size of Farm was 488 Acres





Heart of the Farm Conferences/Workshops

Conferences

- Pilot Heart of the Farm Conference in 2002 (Richland Center)
- Currently: Average five 1-day Heart of the Farm conferences across state/year
- Over 2000 women reached

Spinoffs

- Business and Financial Management
- Health Care
- Direct Marketing 101
- Farm Succession
- Human Resource Management
- Beginning and Aspiring/ Value Added Enterprises

○ Logistics and topics of conferences/workshops are facilitated through local UWEX office(s) and coordinated by CDP

Content gets them there.....

But the networking opportunities keep them coming back, year after year.



98% said it was somewhat to very important to offer program designed for women

HOF Makes Better Managers

