

ISU Extension and Outreach Women in Ag

Contribution to:

Women on the Land

A Session at:

Changing Lands, Changing Hands National Conference

Denver, CO - June 15, 2017



Program Mission

To improve the quality of life in Iowa by providing research-based educational programs that:

1. Expands agricultural business
2. Improve natural-resource management
3. Support the community of women in agriculture



Managing for Today and Tomorrow
Farm Transitions class - Ames, IA.

1. Women in Ag Audience

- 25% of Iowa farm operators are women
- 64% of these women also have full or part-time off-farm jobs
- 47% of Iowa farmland is owned by women
 - Women over the age of 65 own 29%
 - Women under the age of 35 own 2%
- 51% of ISU CALS undergraduates are women
- 90% of women feel optimistic about advancement in ag careers



Lacy Mason carved out her hops business on her family corn and soybean farm. Annie's Project participant.

Sources: USDA Census of Agriculture, 2012; Iowa Farmland Ownership and Tenure Study, 2012. Gender Roles & Equality in Agribusiness, 2015.

What does it mean to be a woman in ag today?

- Home and family are still central to lives
- Community building is just as strong
- Land and business ownership is increased
- Women's management and innovation is valued more



Sara Shepherd continued her father's cattle legacy. Annie's Project participant.

2. Best Education Practices

Annie's Project Key Principles

1. Teach agricultural risk and business management
2. Provide un-biased, research-based information
3. Allocate half of class time for discussion and activities
4. Invite local women to serve as guest instructors
5. Create opportunities for spontaneous mentoring

Annie's Project Core Values

1. Safe harbor
2. Connection
3. Shared experience
4. Discovery



ANNIE'S PROJECT

EMPOWERING WOMEN IN AGRICULTURE

What goals do women want help with?

- Juggling farming and non-farming careers
- Making good land management decisions
- Beginning new businesses
- Operating profitable businesses
- Working with family members or other business partners
- Taking on leadership roles



Women Planning Value Added Ag Businesses class, Ames, IA.

3. Programs

Farm Management Courses:

1. Annie's Project (2004)
2. Women Leasing Land (2009)
3. Women Managing Cattle (2010)
4. Women Marketing Grain (2010)
5. Investing for Farm Families (2011 - online)
6. Managing for Today and Tomorrow: Farm Transitions (2012)
7. Value Added Ag Business Planning (2013)
8. Moving Beyond the Basics: Financial Management (2014)
9. Women Managing Dairy Cattle (2014)
10. Heartbeat of the Farm: Human Resource Management (2015)
11. Women Managing Crops (2015)
12. Women's Roles in Farm Transition Planning (2016 - online)



What else are we doing to reach this audience?

- Women in Ag Leadership Development Conference
- Grain Marketing Clubs and Forums
- Agronomy in the Field for Women
- Local peer groups
- One-session programs
- Online website, courses, newsletter, and social media
- National network at:
www.eXtension.org/womeninag



Julie Walters raises cattle and horses.
Women Managing Cattle participant.

4. Impacts and Results

Since 2004:

- 2,681 Iowa participants
- 99 Annie's Project courses
- 67 other farm management courses

Surveys showed:

- Courses significantly improved knowledge ($p < 0.01$)
- 92% of survey respondents agreed principles and values were followed



Annie's Project Graduates, Sully, IA

Stories - Kris and Patty Led Farm Transition

“One of the best things that came out of it was that my husband and I sat down and had that goal setting talk. As spouses and partners in business, we don’t formalize our goals the way that we did after that particular meeting.” – Kris Walker



Kris and Patty Walker on their farm with Madeline Schultz. Managing for Today and Tomorrow participants.

Stories - Gayleen Implemented HR Skills

- “My business background has been invaluable. I saw that other types of businesses can struggle financially and get through it.” - Gayleen Moellers



Gayleen Moellers works full-time on her family dairy farm now. Heartbeat of the Farm participant.

Thank you for your interest!

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