

Developing and Sustaining a Women in Agriculture Conference



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Census Definitions (US Census Data)

- **3 Operators per farm** - Demographic and other information
 - The principal operator plus up to two additional operators.
 - Data presented separately for women, by race categories and for Spanish, Hispanic, or Latino origin.
- **Principal operator** is the person primarily responsible for the **on-site, day-to-day operation** of the farm or ranch business.
 - This person may be a hired manager or business manager.



http://www.agcensus.usda.gov/Publications/2007/Full_Report/Volume_1_Chapter_1_USI/usappnb.pdf

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Census Definitions (US Census Data)

- **Operator** designates a person who **operates a farm**, either doing the work or making day-to-day decisions about such things as planting, harvesting, feeding, and marketing.
 - May be the owner, a member of the owner's household, a hired manager, a tenant, a renter, or a sharecropper.
 - If a person rents land to others or has land worked on shares by others, he/she is considered the operator only of the land which is retained for his/her own operation.



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Female Farmers (US Census Data)

- More than **30%** of U.S. farm **operators** are **women, more than 1 million**
- Total number of women operators increased 19% from 2002
 - Outpacing the 7% increase in farmers overall
- Women who were the **principal operators** increased by almost **30%**, to 306,209.
- Women are now the principal operators of 14% of the nation's 2.2 million farms.



http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Fact_Sheets/women.pdf

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Female Farmers (US Census Data)

- States with the **highest percentage** of female principal farm operators are:
 1. Arizona – 38.5%
 2. New Hampshire – 29.7%
 3. Massachusetts – 28.9%
 4. Maine – 25.1%
 5. Alaska – 24.5%



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Female Farmers (US Census Data)



- States with the **lowest percentages** of women principal operators are:
 1. South Dakota - 7.7%
 2. Nebraska - 8.4%
 3. Minnesota - 9.1%
 4. Iowa - 9.1%



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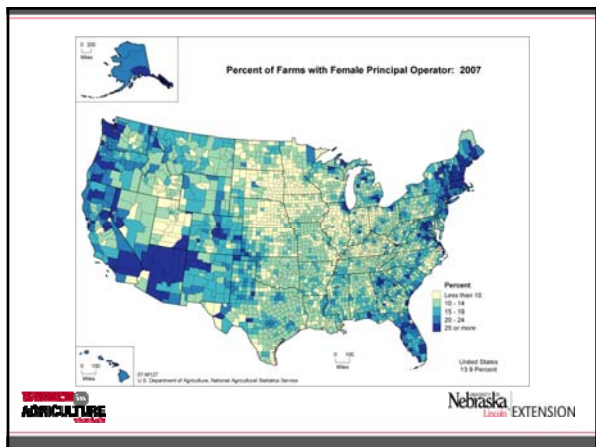
Agriculture Statistics (US Census Data)

- **US Principal operators**
 - Male 1,898,583
 - Female 306,209
 - Average age 57.1
- **US Operators**
 - Male 2,296,342
 - Female 985,192
 - Average age 54.9
- **Nebraska Principal operators**
 - Male 43,687
 - Female 4,025
 - Average age 56



U.S. Ag – Women Farmers (2007 Census)

	All Farms	Male Operated Farms	Female Operated Farms
Average size of farm	418 acres	452 acres	210 acres
Average value of sales	\$134,807	\$150,671	\$36,440
Average age of principal operator	57.1	56.8	58.8
Farming as primary occupation	45%	46%	40%
Operator owns all farm acres	69%	66%	85%

The Start of It All...

- **Girls Clubs** (and Boys Clubs) in **early 1900's**
- **Women's Extension Clubs**
- **Women's Achievement Clubs**
- **Investment Clubs**
- **Annie's Project**






Nebraska Women In Agriculture (WIA) Conference **Mission**

- Nebraska Conference started in 1985
- **2010 was our 25th** conference
- We are committed to providing opportunities for all Nebraskan's to develop management skills in every facet of agriculture by providing leadership, learning support, and networking avenues.







WIA in Kearney, NE



Nebraska WIA

- In 2009
 - 350 Participants
 - 24 Booths
 - 31 Sponsors
- In 2010
 - 375 Participants
 - 22 Booths
 - 26 Sponsors




Nebraska WIA Conference

- Outreach and educational programming efforts from Ag Economics and Extension
- Recognize women as partners and or principal operators or those involved in ag industry (but inclusive of everyone)

WIA Conference - Planning

- 2 day conference
- \$90
- 8 rooms + mobile computer lab
- 5 workshop times
- Over 40 workshops
- Entertainment
- Optional funshops at night


WIA Conference - Planning

- THURSDAY, FEBRUARY AGENDA
 - 9:00 - 10:00 am Registration
 - 10:00 - 10:15 am Welcome
 - 10:15 - 10:50 am Kick-off Keynote Speaker
 - 11:00 - 12:15 pm Workshop Session 1
 - 12:15 - 1:30 pm Lunch
 - 1:30 - 2:45 pm Workshop Session 2
 - 2:45 - 3:15 pm Break
 - 3:15 - 4:30 pm Workshop Session 3
 - 5:30 - 7:30 pm Dinner and Entertainment
 - 7:30 - 9:30 pm FunShops






WIA Conference - Planning

- FRIDAY, FEBRUARY AGENDA
 - 7:30 - 8:00 am Breakfast Buffet
 - 8:00 - 8:10 am Opening Remarks
 - 8:10 - 8:55 am Keynote Speaker
 - 9:00 - 10:15 am Workshop Session 4
 - 10:15 - 10:45 am Break
 - 10:45 - 12:00 pm Workshop Session 5
 - 12:00 - 1:30 pm Lunch & Finale speaker

WIA Target Audience

- Production agriculture
 - Conventional, sustainable, organic, alternative
- Off farm individuals
 - Siblings, landowners, widows
- Spouses or partners
- Educators
- Agricultural agency employees
- Agribusiness professionals
- College students
- EVERYONE WITH AN INTEREST

WIA Target Audience

- **Build a database**
- Ask for **help**
 - Bankers
 - Extension educators
 - Word of mouth
- Local newspapers
- Website (**social media**)
- College student
 - Scholarships from **CASNR Dean**
 - Build community college support
 - Provides an educational outreach



WIA Conference Objective-Empowerment

- Participants with same experiences
- Speakers talk to their **understanding levels**
- Open to ask questions
- Better understanding of topics and management practices
- **Feel confident** to make informed decisions



WIA Conference - Planning

- **Focus group** in each Extension District
 - Past participants, educators, agency professionals
 - 4 total
- Need for them to have **buy into** the conference
- Encourage their friends, acquaintances, in-laws, etc. to participate



WIA Conference – Planning Focus Group

- Workshops had the greatest impact on your ranch/ farm operation?
- What would you like more information on?
- What is on the horizon being researched and developed that you need to know more about now?
- In your region, how informed and involved do you see women involved in agriculture?
- What are the limiting factors keeping those women from participating in WIA?
- What can my office provide to get more women to attend WIA?



WIA Conference – Planning from Evaluations

- Overall Evaluation
 - **Demographics**
 - Aspects they liked the most
 - Things to change
 - **Changes to make in next year? 10 years?**
 - Keynote speakers
- Workshop Evaluations
 - Overall workshop
 - Content
 - Instructors
 - **Knowledge, skills, attitude, interest, confidence in using**
 - **Change** in operation or lifestyle



WIA Conference Objective - Education

- **Educational** workshops that relate to farm, ranch, business, or life
- **Hands-on workshops** for skills building
- **Lecture workshops**



WIA Conference - Planning

- Workshops
 - Risk management (legal, financial, marketing, human resources, production)
 - Specific topics of interest (land lease rentals, beef, cropping systems, etc)
 - Government programs (ACRE, Farm Bill)
 - Software/programs (Quicken, excel, photos, computer maintenance, etc)
 - Living without your partner



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WIA Conference - Planning

- Workshops
 - Life skills (nutrition, healthy lifestyles, exercise, etc)
 - Landscaping (horticulture, grass id, etc)
 - Entrepreneurship
 - Range (plant id, diseases, grazing management)
 - Current/ hot topics



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WIA Conference - Planning

- Funshops
 - Optional 1 hour “funshops”
 - Educational, but more fun!!
 - Hostess with the Mostess
 - Laughter Matters
 - Cyber-Shopping
 - Scrapbooking
 - When Things Fly (stress management)



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WIA Conference – Education

- Workshop speakers
 - Educational
 - Can't sell their product or business
 - Individual or panel members on
 - Experts in their field
- Keynote speakers
 - Educational, entertaining, motivational



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WIA Conference - Planning

- Workshop speakers
 - Extension professionals
 - Agency professionals
 - Commercial business professionals
 - Farm women
- They can come from industry, but not just there to sell their business



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WIA Educational Outcomes

- Increase knowledge of workshop topic
- Improved attitudes from workshop materials
- Increased interest in workshop topic
- Increased awareness of workshop topic
- Improved confidence in using material presented in workshop
- Intention to use information



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WIA Conference Objective - Networking

- Time and opportunity for **networking**
 - **Bonding**
 - Communication
 - **Share experiences**
 - Building friendships
 - Customer relationships
 - Marketing of products or services





Support and Partnerships



- **Sponsors** are a big factor!
 - Manufacturing
 - Banking/ lending
 - Farm Service Agency
 - Independent insurance
 - Commodity boards
 - Administration







Support and Partnerships

<ul style="list-style-type: none"> • Bankers <ul style="list-style-type: none"> – Sponsor ladies to attend WIA – Promotion – Speakers 	<ul style="list-style-type: none"> • Booths <ul style="list-style-type: none"> – 22 booths – No selling – Provide education – Door prizes – Small fee – Some are speakers
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WIA Timeline

<ul style="list-style-type: none"> • Start early <ul style="list-style-type: none"> – Get date and location – Identify scope of what you want to have – Build your database – Start making partnerships – Find a support team!! – Make a list and check it twice 	<ul style="list-style-type: none"> • Location – 1 year • Focus group – 8 months • Keynotes – 8 months • Workshop – 6 months • Advertize, promote, advocate – always (2 months) • Brochure – 1 month
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WIA Support Team

- Registration support
- Cheerleader
- Students
- Financial record keeping
- Administrative
 - Time to develop a program
- But know, who are they going to report to?
 - What happens if it doesn't get done?

Things to consider...

- Administration support and your time
- Non-biased presenters
- Audience
- Budget
- Sponsorship and Partnerships
- Timing

