



2008 NATIONAL WOMEN IN AGRICULTURE EDUCATORS CONFERENCE

PROGRAM SESSION DESCRIPTIONS

LISTED ALPHABETICALLY BY TITLE

30 Minute Sessions	
Add your educational materials to the National Ag Risk Education Library	Add your educational materials to the National Ag Risk Education Library. A few simple steps is all it takes to have your documents added to this National Online Library.
Robert Craven, Center for Farm Financial Management, University of Minnesota	Learn how to upload and manage your documents in the Ag Risk Library. Over 1,000 people visit the Ag Risk Library each day, start sharing your publications with them!
Adding the Internet Marketing to Your Farm Business Recipe	Agricultural micro-businesses are numerous in Vermont, but research shows that many of these entrepreneurs are unaware of, or intimidated by, the prospects of incorporating e-commerce and information technology into their marketing and business practices. The potential of e-commerce to help these entrepreneurs span rural distances to market and sell their products is largely untapped.
Beth Holtzman, University of Vermont Women in Ag Network; Jessica Hyman, University of Vermont Center for Rural Studies	Over the last two years, the UVM Center for Rural Studies and Women's Agricultural Network have developed and tested a new curriculum for agricultural entrepreneurs who want to incorporate e-commerce features – e.g. email lists, online marketing, online ordering – into their operations. The curriculum was specifically developed to accommodate the learning style and preferences of female farm entrepreneurs, and to address potential risks small farm businesses face as they enter the e-commerce arena. The curriculum emphasizes integrating e-commerce with overall business and marketing and encourages participants to think critically about what features are appropriate for their businesses. This presentation will provide: an overview of the curriculum, lessons learned along the way, and impact so far on the 30-plus students who have completed the course.
AgPlan - A New Online Business Planning Tool	AgPlan is powerful new online tool designed to help rural businesses develop a business plan. AgPlan is free of charge for anyone to use individually or in educational programs.
Kevin Klair, Center for Farm Financial Management, University of Minnesota; Dale Nordquist, Center for Farm Financial Management, University of Minnesota	AgPlan lets you select a format from four different types of rural businesses: Ag – Commodity, Ag – Value-Added, Rural Small Business, or Commercial Fishing. Each business type has an outline designed specifically for that particular type of business, tips or questions that help you develop each section of the plan, sample business plans, and links to additional resources for each section of the plan. AgPlan is designed to help business owner's work with an educator or consultant while developing a business plan. You can give access to your business plan to the reviewers of your choice and AgPlan will facilitate interaction with them.
Annie's Project - Women Marketing Grain	This session will address successes and failures in the implementation of Annie's Project-Women Marketing Grain (AP-WMG) in Iowa. AP-WMG teaches both strategic and tactical grain marketing and the tools for each. The program continues the Annie's Project model of question any thing at any time group discussion, time for private discussion at breaks, encouragement of mentoring, and participant ownership of the learning environment.
Tim Eggers, Iowa State University Extension	AP-WMG builds on the success of Annie's Project and Winning the Game (WtG). When Annie's Project participants were surveyed about their desire for additional risk management education, eighty-one percent of participants indicated a preference for additional in-depth market risk management training. Winning the Game is an intense three-hour program in either its pre or post harvest versions. We will discuss the results of simply doubling the contact time for a Winning the Game session and adding another three hours for a discussion of relevant marketing tools. Can effecting programming for women in agriculture be this simple?.
Census of Agriculture Resources	The purpose of this session is to increase participant's familiarity with Census of Agriculture demographic resources available on the NASS website, particularly as they relate to women and minorities in agriculture. This information is invaluable in increasing awareness
Damona Doye, Oklahoma State University	

	<p>of the diversity in agricultural operations, in identifying potential target audiences and in preparing project proposals. Examples of statistics that are available at the national and state level include Selected Farm Characteristics by Race of Principal Operator; for Women Principal Operators; for Spanish, Hispanic, or Latino Origin Principal Operators; for Women Operators; for Spanish, Hispanic, or Latino Origin Operators; Age and Primary Occupation of Principal Operator; Tenure of Principal Operator and by Operators on Farm; and American Indian and Alaska Native Farm Operators.</p> <p>At the state level other data tables include Tenure, Number of Operators, Type of Organization, and Principal Operator Characteristics; White Operators; Black or African American Operators; American Indian or Alaska Native Operators; Native Hawaiian or Other Pacific Islander Operators; Asian Operators; Operators Reporting More Than One Race; Women Principal Operators; Women Operators; Women Principal Operators by Tenure; and Spanish, Hispanic, or Latino Origin Operators.</p> <p>Finally, U.S. Agricultural Atlas Maps include ones showing the percent of farms with female principal operators by county across the nation. Specialty products and specialty studies include minority and women principal operators.</p>
<p>Communicating Farm Family Values: What's Important and Who Cares? Margaret Viebrock, Washington State University</p>	<p>Each farming generation has plans for the future generation, but are they realistic? Will the younger generation come home and what if they don't? Will the farm be managed the same? Will they work from dawn to dusk and listen to advice? Expectations related to decision authority, family security, generational problem solving and daughters coming home to farm offer many dilemmas to ponder. All of these issues can make a difference in prioritizing values and setting goals. An experiential activity will give ideas to help farm families examine their expectations for communicating what's important as they consider retirement and the transfer of their assets.</p> <p>County faculty from Washington and Oregon Extension initiated a farm succession planning project in 2006. During the next 2 years, three farm succession planning workshops at 6 different locations were presented. One part of the project was to help families develop the skills to talk to their younger generations. Not only did the older generation need to identify what was important to them, but also be willing to hear what was being said when it didn't follow their perceived plan. As a result, they learned how to initiate the dialog about their preferred future. They became more proficient with active listening and dealing with discord. Most importantly, they realized that sometimes contemporary ideas can open up new possibilities and meet the needs of both generations.</p>
<p>Cultivating Success- An Education Program for Sustainable Small Farmers Kristy Ott, Cultivating Success</p>	<p>Cultivating Success, a collaboration between Washington State University, University of Idaho, and non-profit Rural Roots, consists of semester-long courses offered through over 20 Extension offices and college campuses in Washington and Idaho. The goal of the program is to create and implement new educational programs that will increase the number and foster the long-term success of small sustainable farmers and ranchers in Washington and Idaho.</p> <p>Experienced farmers, community resource people, and university specialists are brought together with students in the classroom and in the field. From 2000 until present, over \$2 million in funds have been generated to support the Cultivating Success Program allowing 1592 students, including 132 Latino and Hmong farmers, to participate in Cultivating Success courses. The introductory course, Sustainable Small Farming and Ranching, provides beginning and existing farmers with the planning and decision-making tools to develop a whole-farm plan for an economically and environmentally successful small acreage enterprise. A second course, Agricultural Entrepreneurship, focuses on farm business planning and the reduction of financial risks. Over 200 farm business plans have been developed as a result of students taking this course. Other courses include but are not limited to Organic Gardening and Farming, Ecological Soils Management, World Agriculture Systems and Field Analysis of Sustainable Food Systems. Ninety-eight percent of students surveyed have rated the courses effective in potentially increasing the number and success of small acreage farmers.</p>
<p>Economic Considerations Related to Alternative Agricultural Enterprises Roger Sahs, Oklahoma State University</p>	<p>Agricultural producers must make financial plans and management decisions aimed at profitability and sustainability in an increasing risky environment. Alternative agricultural enterprises such as specialty crops are being added to operations by producers in hopes of increasing farm profit. Producers need assistance in realistically evaluating financial prospects of alternative enterprises and in identifying cost effective ways of producing specialty commodities. Many horticultural crops are not insurable or may be underserved with available coverage.</p> <p>A lack of time and knowledge are common reasons given by producers for not using</p>

	recommended practices. Limited discretionary time and the need for adopting best management practices make it imperative that timely, unbiased information be accessible to interested or existing producers involving alternative enterprises. Economic considerations and keys to success are required information. Marketing, land and labor resources, financing, and management skills are critical components. Enterprise budgets also provide a firm foundation for risk-management decisions. Knowledge of budgeting and the ability to use them assist producers to focus on financial management as well as production performance.
Effective Networking: Tips and Techniques <u>Glenn Muske</u> , Oklahoma State University	Building an effective network can pay-off in so many ways – from knowing who can help with legal and accounting problems or who can mow my lawn to how can I grow my business. Yet most people feel uncomfortable in meeting new people or find that the time spent in various social settings has not lead to a large, helpful group of individuals who can help answer questions, solve problems, or expand their market. The intent of this workshop is to provide some tips and techniques on how you can make your networking efforts be more effective. Be prepared to talk, listen, and take home some helpful hints.
Estate and Retirement Planning for Farm Families Website <u>Sharon DeVaney</u> , Perdue University Marion Simon, Kentucky State University	A hands-on introduction to the Estate and Retirement Planning for Farm Families website (www.ces.purdue.edu/farmriskmgt) that has been developed by collaborators from Kentucky State University, Purdue University, the University of Arkansas, and the Federation of Southern Cooperatives with funding from the USDA Risk Management Agency Community Outreach Partnership Program. This website has general information for farm families with links to numerous sources of research-based and credible information. Special sections and case studies are devoted to women, Native Americans, and African Americans.
Farm Succession Planning with Personal Coaching for Participating Families <u>Diana Roberts</u> , Washington State University	County faculty from Washington and Oregon Extension initiated a farm succession planning project based on needs assessment of farm families in eastern Washington and Oregon. The project is funded by the Western Center for Risk Management Education and USDA-CSREES. We recognize that farm succession planning is a challenging process. A unique feature of this project is that families who committed to developing a succession plan received free coaching throughout the project. The coaches were hired initially and trained by WSU to advise farm families who were experiencing financial difficulty. The coaches all had experience in business and/or the banking industry. They contacted the client families on a regular basis by phone or e-mail to encourage them through the steps of the process. If requested, they met in person with the client families to assist with goal-setting or to facilitate family meetings.
Farm Transition and Estate Planning: Farm Family Evaluation and Behavioral Change <u>Gary Hatchfeld</u> , University of Minnesota	A majority of farm families have not named a business successor nor developed an up-to-date farm business transition and estate plan. This program effort was designed to enable farm families to gain a better understanding of the process required and thus develop and implement a farm transition and estate plan. In terms of improving understanding, the workshops were highly successful with most of the 800 participants indicating their understanding of the main educational points of the workshop improved due to attending the workshop. This session will highlight the success of the program and results, as reported by the participants. This program is an example of a strong creative team and collaborative approach to curriculum design, marketing and program delivery. A unique marketing technique referred to as the “sponsorship model” was utilized to publicize the program to potential sponsors. This is a departure from traditional program marketing approaches.
Financial Planning for Small Business <u>Paul Ellinger</u> , University of Illinois	This session outlines financial concepts and an excel-based Farm Analysis Solutions Tools (FAST) spreadsheet designed to assist small businesses develop and analyze a 5-year financial plan. The session outlines the financing segment of a multi-session business planning course for small businesses. The session is separated into two segments – break even analysis and pro-forma financial analysis. This educational program was part of a series of classes on small business planning for alternative enterprises in agriculture. A majority of the students were women.
Help for Entrepreneurs – eXtension Assistance at Your Fingertips <u>Gay Broadwater</u> , Kentucky State University; Mary Peabody, University of Vermont	As farming and rural communities search for ways to add value to their products and local economic base, they are becoming more entrepreneurial. At the same time rural communities are getting “wired” and more women are going online to seek information, learn new things, and connect with others. Participants in this session will learn about a 24/7 resource available from a national to answer their questions about how to start and grow a business. eXtension provides regularly updated links to: Frequently Asked Questions, Information Briefs, Research

	<p>Highlights, Calendar of Events, Cool Tools, Case Studies, State and local policies, and Learning Lessons.</p> <p>Additionally, this session will gather input as to what additional materials would be helpful and how eXtension can more effectively include women farmers in the site's development.</p> <p>Materials are designed for Extension Specialists and Agents involved in community and economic development, as well as city and county officials, economic developers, educators, and workforce development professionals.</p>
<p>Indicators of Animal Welfare, Cow Comfort, and its Economic Impact <u>Alvaro Garcia</u>, South Dakota State University</p>	<p>Dairy cow comfort is among the main factors that impact animal health, productivity, longevity and profitability of dairy farms. A cow's productive life has been defined as the number of lactations that it completes before being culled. Oftentimes the main concern of the producer is the daily production per cow or even the production for a given lactation. It is of much more importance to arrive to a compromise between farm profitability and animal welfare where longevity and production per lifetime plays the major role. One must use parameters that measure the interrelationship of the animal with its environment and those that are related with an increased stay ability in the farm. This presentation analyzes useful practical indicators, that allow an individual to determine the presence of management flaws that negatively impact the interrelationship of the animal with its environment. The economic repercussions that result from not considering the basic bodily and psychogenic needs of the animal as they relate to the genetic characteristics of the breed and its behavior are also being addressed.</p>
<p>NRCS and SARE – Farm Beginnings, Conservation Planning, and Risk Management <u>Cheryl Simmons</u>, USDA-NRCS</p>	<p>This breakout will combine options for conservation planning producer training with examples from some of the Farm Beginnings programs in the North Central Region - Sustainable Agriculture and Research Education (NCR-SARE) and NRCS Self-Assessments.</p> <p>Conservation planning combines the best elements of cooperative conservation to provide new opportunities to improve environmental performance and maintain productivity. Conservation planning is a natural resource problem solving and management process. Special risk management options include drought management plans.</p> <p>Good conservation planning integrates economic, social (cultural resources are included with social), and ecological considerations to meet private and public needs. This approach, which emphasizes desired future conditions, can help to manage risk by improving natural resource management, minimizing conflict, and addressing problems and opportunities.</p>
<p>Online Education & Women Farmers – Opportunities and Barriers <u>Mary Peabody</u>, UVM Extension, Women's Ag Network, Beth Holtzman, UVM Extension, Women's Ag Network</p>	<p>In 2006, the Women's Agricultural Network started offering online classes. This session will take a look at the opportunities in online education as well as some of our experiences in this area. We'll spend a short amount of time on the technical aspects such as synchronous vs. asynchronous applications and the platforms available. We'll discuss the accommodations that we've made in order to make these online classes more "warm and welcoming" to our program participants and we'll share some of the challenges that we've faced along the way. We'll also discuss our "coaching" program and how that serves to keep program participants connected to local services no matter where they live.</p>
<p>Passing Indian Lands to Future Generations <u>Marsha Goetting</u>, Montana State University Extension</p>	<p>Passing Indian lands to future generations is a challenge given the fractionation that has occurred since the allotment period. Fractionation means that tribal members may inherit "undivided interests" in tracts of land—interests that many times are shared with a hundred or more other Indians who may or may not be living on that reservation. In many families it's the "mothers and grandmothers" who take on the task of attending educational sessions to learn about the American Indian Probate Reform Act that was passed with the goal of reducing fractionation.</p> <p>This session will highlight the educational materials that have been developed to help reservation land owners on the Blackfeet, Fort Hall, and Fort Belknap reservations to make informed risk management decisions about estate planning under the American Indian Probate Reform Act (AIPRA). Topics include: the consequences of dying without a written will under AIPRA and the benefits of utilizing estate planning risk management tools including written wills, appropriate titling of their fee status lands, and the utilization of gifting, and life estates.</p>
<p>Planning for the Future of Your Farm and Family Mary Sobba, University of Missouri Extension</p>	<p>Golden Age Farming began as a University Extension class for farm families 55+ years of age in Missouri in 2005. The goal of Golden Age Farming is to empower farm families to plan for their future, using the compiled class manual, a network of class participants and appropriate professionals.</p> <p>During 2004-05, an instructor manual was developed by University Extension personnel. The manual includes multiple risk management areas, while focusing on estate planning,</p>

	<p>retirement issues, succession of the farm and adaptations on the farm. Also, it includes instructor notes, resources, handouts, sample exercises, evaluation pieces and suggested ideas. The manual was developed to be shared and to allow customization to local agriculture. Additional instructors were trained in Missouri this past year.</p> <p>Golden Age Farming was designed to be taught in four sessions, with a variety of teaching methods. The manuals for both instructors and students have been placed on the Golden Age Farming website, so that others have easy access to materials. Also, electronic versions allow for easy updates/additions to the manual.</p> <p>The program, Golden Age Farming has appealed to audiences of varying ages. Initially, the target was 55+ years of age, but enrollments indicated it was growing in popularity with younger farm families too.</p>
<p>Program Impact Evaluation: Is the Pain Worth the Gain? <u>Gary Hachfeld</u>, University of Minnesota Extension</p>	<p>Many excellent educational programs are delivered but many times participant behavioral change and potential substantive impact are not evaluated and the results go unreported. This is a huge opportunity missed by many educators. This presentation will explore one approach to evaluating and reporting program impact in terms of participant increased knowledge, their behavioral change, and what I refer to as the “so what” of that behavioral change or program impact. Program impact is the result of participants acting on or putting into effect their new knowledge. As described by Claude F. Bennett in his program evaluative work, there is a seven step hierarchy for program evaluation. Each step increases the complexity of evaluative information gathered. The very last step in the hierarchy is program impact. Also discussed will be approaches to gathering both “hard” evaluative and “soft” evaluative results. Lastly, good program impact evaluation can be beneficial if reported in a creative manner. Reporting substantive impact results can aid educators in garnering grant funds, rallying political or collaborative support for a program effort or organization, and informing the public of the quality educational programming being done by you, your team, and your organization.</p>
<p>Quicken 2008 for Farm Financial Records and New Educational Resources Damona Doye, Oklahoma State University</p>	<p>All farm families need records to facilitate tax preparation and many are seeking a low cost, easy-to-use system to better sort and summarize information for management purposes. In many households, women are the primary record-keepers. For 15 years, the Oklahoma Cooperative Extension Service has been offering “hands on” computer workshops teaching people how to use Quicken for farm financial record-keeping. We demonstrate how to adopt Quicken, a popular and inexpensive personal financial record keeping package, for farm and ranch use.</p> <p>Resource materials were recently featured in Beef magazine. On our website, http://www.agecon.okstate.edu/quicken, a step-by-step manual is posted along with answers to Frequently Asked Questions and quarterly newsletters. Short video and audio components allow viewers to see software applications just as they might in a “hands on” workshop. The content is segmented to allow viewers to focus on items relevant to them. Through the website, users can access a full complement of timely educational resources 24/7 regardless of where they are in the world. In addition, users can access content at their convenience and review them as many times as desired.</p>
<p>Retirement and Estate Planning for Women <u>Ruth Hambleton</u>, University of Illinois Extension</p>	<p>Retirement and Estate Planning for Farm Women is a single day six-hour program designed to meet specific needs of women as they approach retirement years and their time for transition planning. While many excellent retirement and transition programs address the nuts and bolts of funding retirement years, there is further need for women to understand managing farm assets in retirement years that they may inherit from their spouses or a woman’s family farm. Farm women also tend to be the central communicator for all kinds of issues that arise in the transition and estate planning process. Sometimes a woman who has dedicated her life to the farm operation discovers she is totally excluded from an estate plan. Other times a woman is caught between families and between generations. Through formal presentation and group interaction, this program addresses basic issues of retirement and estate planning, and helps women sort out priorities and their roles in these important decisions. Women who attended this program reported changes in attitudes and behavior. Retirement and Estate Planning for Farm Women, in its third year, is a second tier program for Annie’s Project—Education for Farm Women.</p>
<p>Small Farm Marketing <u>Diane Green</u>, Greentree Naturals Certified Organic Farm</p>	<p>For today’s small acreage farm to succeed in a very competitive market, the farmer must assess the opportunities of the land, plan the crop, grow it, and then be able to sell it. Diversity is a natural thing to consider when planning a market garden or small acreage crop, and diversity is equally important in planning for sales of your crop, no matter what that crop is. To be a truly sustainable small acreage farm, this means that you have to make money at what you grow. To do this, you have to be able to sell what you grow and receive a premium for it whenever possible.</p>

	<p>Who are you selling to? Who is going to buy your produce, herbs, eggs or whatever it is you are planning on producing? It is a very good idea to know who your customer is before you plant! As a small acreage farmer, our survival is keyed to selling what we grow.</p> <p>Marketing is one of the important keys to a successful farm, and often the toughest part of the survival and sustainability of the small acreage farm. We don't use mono-cropping in our gardens, why should we use mono-marketing techniques?</p> <p>At Greentree Naturals, 2008 is our eighteenth year of selling at the local farmers market and to high-end restaurants. We have a 25 family CSA, and hold on-farm workshops and special events as well as a successful apprenticeship program accredited with University of Idaho and Washington State University.</p>
<p>Stress and Stress Management <u>Karen Mastronardi</u>, New York FarmNet</p>	<p>Stress can be both positive and negative. Good stress, known as eustress, is critical to a healthy existence. Events such as holidays, weddings, births, etc. are usually associated in this category. Negative stress, or distress, if prolonged can lead to many health problems and even death if not managed. Farming can be a very distressful occupation particularly when factors which are out of producer control are unfavorable (weather, energy costs, etc.). Learning the signs and symptoms of distress and how to manage stress in one's life is a critical issue for Women in Agriculture.</p>
<p>Teach, Talk, Touch <u>Troy Hadrick</u>, Advocate for Agriculture</p>	<p>Today's consumers want more direct contact with the producers that grow their food and fiber. You can see this with the growing popularity of farmer's markets and direct farm sales. Producers need to be able to properly communicate information, not just about their product, but also about the farming and ranching way of life. The risk of not telling the positive story of agriculture is a misinformed public that will influence how agriculture does business.</p> <p>Studies have shown that consumers believe farm and ranch women are one of the most trustworthy and credible sources of information about agriculture. This is an opportunity that agriculture must take advantage of. We have presented "Talk, Teach and Touch" to several women's groups in South Dakota and Wyoming. The women who have used our techniques have had great success in starting a conversation with the public and promoting agriculture. The tools that we give to our audiences are very simple, but are a very effective way of promoting agriculture one story at a time.</p>
<p>Technology to Manage Nitrogen Fertilization <u>Brad Tipton</u>, Oklahoma State University Cooperative Extension</p>	<p>This breakout session will introduce participants to Precision Agriculture and GreenSeeker technology. The intent will be to provide more of a general overview so that participants walk away from the session with an understanding of terminology, equipment, how to implement N management and have their questions answered by a county educator who had 51 Calibrated RAMP Demonstrations out with cooperating producers last year. Although we will not have the result by this conference, discussion will be given concerning my 10 current On-Farm Demonstrations with producers to show the value of nitrogen management with nitrogen at \$500 per ton.</p>
<p>These Aren't Your Father's Goats; A Look at the Past, Present, and Future of the U.S. Meat Goat Industry <u>James Jones</u>, Oklahoma State University</p>	<p>The meat goat industry has become a rapidly expanding agricultural enterprise in the U.S. Increasing demand from ethnic groups and popularity as a youth livestock project has caused meat goat numbers to increase to 2.4 million head in the U.S. in 2007. It is estimated that 48.4 million pounds of goat meat is consumed in the U.S. and fifty percent of that consumption is imported from Australia, New Zealand and other parts of the world.</p> <p>The meat goat industry faces many challenges. The lack of information about consumer's preferences, retail demand, and infrastructure are just a few. Very little is known about consumer's preferences towards cuts of meat, size of cuts, quantity desired, and age of product. There are certain holidays and times of the year where goat meat is the preferred protein source, but each holiday has different criteria as to the size and type of goat. This makes producing and marketing goats a challenge. Also, not much is known about goat consumption between holidays. Meat goat production can be a viable agricultural enterprise. Just like any other enterprise producers need to evaluate his/her management and marketing abilities and possibilities before entering a new operation.</p>
<p>Tour eXtension's Interactive Web Resources <u>Judy Branch</u>, University of Vermont Extension</p>	<p>Participants will learn from a fast moving Internet tour about the financial and other agriculture related resources, eXtension formally launched at the USDA Ag Outlook Forum in Crystal City, Va., Feb. 21-22, 2008.</p> <p>eXtension is the Cooperative Extension System's Web resource of current research-based information and education. Through an educational partnership of more than 70 land grant universities helping Americans improve their lives with access to timely, objective, research-based information and educational opportunities, eXtension's interactive Web resource, www.extension.org, is customized with links to local Cooperative Extension Web sites.</p>

	<p>The personal finance portion (www.extension.org/personal_finance) of the eXtension Web site includes learning lessons, calculation tools, nearly 1,000 frequently asked questions, current news, upcoming events and the opportunity for consumers to ask questions and receive answers from extension personal finance experts. Educational materials focused especially for women in agriculture (e.g. Who Will Get Grandpa's Farm, Retirement Estimator for Farm Families), plus learning tools appropriate for broader audiences (e.g. Legally Secure Your Financial Future, Getting Ready for Estate Planning) will be explored in this tour.</p>
<p>Understanding Cooperative Equity <u>Phil Kenkel</u>, Oklahoma State University</p>	<p>Producers patronizing traditional cooperatives often receive equity interests as part of their patronage dividends. Producers participating in new value-added or bio-energy cooperatives may receive equity interests linked with delivery rights and obligations. Some types of cooperative equity are taxable to the producers at the time of issuance, while other types are taxable at the time of conversion to cash. Many cooperatives are actively working to include more women on their board of directors. Cooperative board members must understand the complexities of cooperative equity from the perspective of both the firm and the member.</p> <p>Cooperative equity is an important asset for agricultural producers. Unfortunately it is often poorly understood. This breakout session provides an overview of the various categories of cooperative equity. The property rights, cash flow and tax issues associated with these categories are described. Issues involving estate management and intergenerational transfer are also discussed. Equity management issues are discussed from both the perspective of the cooperative member and the cooperative firm. The breakout session is designed for the non-technical audience desiring a better understand of cooperative equity.</p>
<p>Virginia Regional Market Analysis and Economic Outlook Seminars Utilizing the Internet as an Interactive Delivery System <u>Michael Roberts</u>, Virginia Cooperative Extension</p>	<p>Virginia Cooperative Extension has partnered with extension educators from nine land grant Universities, the Federal Reserve Bank of Richmond, Virginia, public entities, lending institutions, and various agribusiness input suppliers to engage producers, extension educators, and agricultural influencers in six comprehensive economic outlook seminars.</p> <p>Increasing ethanol and biodiesel demand factors, large-fund commodity trading activities, and increasing input costs for producers have prompted producers, extension educators and agricultural community influencers in Virginia and neighboring states to look for ways to increase agricultural viability that will enable rural areas to prosper. This project is the second in a series of regional economic outlook conferences that utilizes the internet and or other interactive video tools to engage participants in interactive presentations and discussions which pertain to timely and relevant marketing and price risk management information. Information presented allows participants to make sound price risk and marketing decisions. Survey data and meeting experiences from the current project have shown that many producers, even those considered non-traditional, are willing and able to utilize distance learning technology and continue to be eager to learn from the various agricultural economists and other experts scattered across a diverse geographical and agricultural commodity landscape that they would otherwise not have access to.</p>
<p>Women Owned Horse Farms; A Formula For Success <u>Sandra Hamm</u>, University of Arkansas</p>	<p>One of every 63 Americans are involved with horses. Two million people in the U. S. own over 9.2 million horses (American Horse Council Foundation, 2005). Over four million People are involved in the horse industry in one way or another. The economic impact of the horse industry is \$39 billion annually. The 2002 census of Agriculture reveals women as the primary operator of over 65 % of all horse farms. Women on a whole are operating a higher number of U. S. farms (USDA/ERS 2006). A business structure, business plan, and the ability to compile accurate records are vital instruments for a successful horse farm. The USDA classifies a farm as "an operation that sells at least \$1,000 of agricultural products in a year". A women-owned horse farm can be counted as a farm if it sells horses and operate like a farm. Training seminars in farm management accounting, economics of buying versus raising horses to sell, earning additional income by teaching, training and boarding, and the importance of marketing and branding farm products educate women horse farmers with a formula for success. Women primarily operate small acreage farms. Increasing the number of women-owned horse farms fills a growing need for small specialized farming operations and meets the increasing regional and national demand for horse products.</p>
60 Minute Sessions	
<p>Adopting New Technology <u>Jeff Reisdorfer</u>, University of Minnesota</p>	<p>Are you interested in using new computer technologies but feel a little out of your comfort zone?</p> <p>This fun-filled presentation will break down new technologies in easy to understand terms and how you can utilize them.</p>

	<p>-Learn how to set up your own blog in under 10 minutes!</p> <p>-Find out what a Podcast is and how it could benefit your programs.</p> <p>-Discover how to put the internet to work for you</p> <p>...and more!</p>
<p>Grain Management Decisions at Harvest <u>Garrett Stoerger</u>, University of Illinois; Paul Ellinger, University of Illinois</p>	<p>This session examines a producer's method for grain delivery, grain inventory management, and grain storage using excel-based Farm Analysis Solution Tools (FAST). A series of three different tools assist in the decision making process for analyzing grain storage decisions, managing grain inventories for multiple entities, and calculating the economic feasibility of constructing on-farm storage.</p> <p>The addition of new ethanol plants has made harvest delivery options more abundant. The first segment of the presentation demonstrates the use of a FAST spreadsheet that performs the necessary calculations to determine which delivery location that yields the highest net return. Grain inventory management can often times be burdensome, especially to those farmers who maintain leases with multiple landowners and must keep track of grain from the field to the bin. The second segment of the session highlights the use of the FAST grain management tool. Reports can be generated for all bushels owned, stored, contracted, LDP-applied, and so on. The final part of the presentation demonstrates a FAST spreadsheet that examines costs associated with construction, maintenance, and financing of the new storage. Moreover, a cost/benefit analysis of on-farm vs. commercial storage is also addressed.</p> <p>This grain management educational program was presented to a group of farm women at an Annie's Project session to inform them of the available tools they can use to make harvest-time decisions. FAST CD's will be provided to all attendees.</p>
<p>Grain Marketing is Simple (its just not easy)... <u>Ed Usset</u>, Center for Farm Financial Management, University of Minnesota</p>	<p>Ed will show you how to apply a common-sense approach to the difficult task of grain marketing.</p> <p>Grain producers and ag professionals who have interest in grain markets and marketing will learn techniques they can apply in their operations.</p>
<p>Helping Women Address Farm Transfer <u>Kathryn Ruhf</u>, Land for Good; Linda Brushette, Cooperative Development Institute; Annette Lorraine, Attorney</p>	<p>More than half the farm operators in the United States are over 55. In the next 20 years, 70% of U.S. farmland will change hands, and women could end up owning more than half of those acres. Women play a critical role in how viable the family farm business remains through farm succession and transfer and into the future. Whether they are sole decision-makers, farm partners, or one of several farm heirs, women's values, judgments and opinions have the potential to shape the future of farm businesses--and the future of U.S. agriculture.</p> <p>Women have strengths and sensitivities that can and should be brought to bear in the farm transfer process. Yet all too often, they do not participate in plans to transfer the farm as actively as they should or would like. Farm women need information and other resources to confidently participate in and help their families make informed decisions. And, service providers need to better understand women's unique challenges and learning preferences.</p> <p>This workshop will focus on farm transfer issues and processes and help women become more informed and empowered. Based on a successful New England project funded by USDA, this workshop will guide service providers to help build the capacity of women to make informed and effective decisions regarding farm succession, transfer and tenure.</p> <p>The workshop will present an overview of farm succession and transfer. The presenters have over 30 years combined experience with this topic. They will share resources, case studies, worksheets and other training materials.</p>
<p>Is Marketing a Waste of Time? <u>Kim Anderson</u>, Oklahoma State University</p>	<p>Some producers believe that commodity futures contracts and futures option contracts may be used to increase prices or profits. Research projects conducted at Oklahoma State University, Kansas State University and the University of Illinois all show that commodity futures and futures option contract, over time, do not increase prices or profits. Commodity futures and futures option contracts may be used to manage price risk. However, most producers may not need to use futures and futures option contracts to manage price risk.</p> <p>Discussions will include how the market determines prices, how profit is earned through marketing, the accuracy of market advisory firms, which management practices may be used to increase profits, proof that most producers sell in the top one-third of the market, and a discussion of the biggest marketing mistake producers make.</p>

	<p>Many producers do not know what to expect from their marketing efforts or what benchmarks to use to measure market successes and failures. The material presented will help producers establish marketing goals and to design marketing programs that fit their needs and that allows them to direct their energy and efforts in management areas that maximize the odds of higher profits.</p>
<p>Rural Women in Agriculture Leaders <u>Linda Riggins</u>, Southwest Georgia Project for Education, Inc.</p>	<p>Members of the Southern Rural Black Women’s Initiative for Economic and Social Justice (SRBWI) are middle and low-income African American women, who are from three states. The initiative itself is a three state collaboration, Alabama, Mississippi and Georgia. In Georgia, the women range in age from 32 to 70 and have access to land that they have inherited, purchased or are returning to. One of the major highlights for the group is our work with pecans.</p> <p>In Georgia, we will highlight a couple of success stories - a female who has held on to her roots in agriculture, expanded her knowledge and has ventured out into a non-traditional farm life. However, the concept of non-tradition for women in agriculture also includes three black females from Smithville, Georgia who operate a Pecan Plant in Leslie, Georgia. Not only are these women operating in a non-traditional setting, they have formed a coop. This is a perfect example of the NEW WOMAN IN AGRICULTURE. The ladies who operate the plant take the pecan through a tedious process of removing the shell, sorting, cleaning and soaking them as any other pecan processing would do. They add value to their product by removing the shells and selling pecans in halves and pieces, they can even sell the shells which are finely ground into a product called “meals”. The coop also sells pecan candy; adding more value to pecan halves and pieces.</p> <p>The growers were awarded a grant from the Presbyterian Committee on the Self-Development of People and Seed Capital funds from SRBWI. With these funds, they were able to purchase new equipment, repair existing equipment which has enabled them to develop a state-of the art plant and develop a classic brochure, establish a website, and take mail orders. They employ at least 12 workers during the season and pay them above minimum wage</p>
<p>Save Your Life, A Family and Community from Food Bourne Illness <u>Mary Mafuyai-Ekanem</u>, North Carolina State A & T University; Enefiok Ekanem, Tennessee State University; Patricia Lynch, North Carolina State A & T University, Sue Counts, North Carolina Extension, Watuga County</p>	<p>Food borne illnesses can significantly threaten family health and businesses prosperity. Improper handling of fresh produce can cause sicknesses, hospitalization or death. At-risk groups include pregnant women, children, seniors and others with low immune systems. The goal of this workshop is to enhance participants understanding on how to reduce food borne disease.</p> <p>The objective of this project is to share research-based tools and outreach strategies for addressing food safety issues with limited resources and rural residents in Alabama, North Carolina and Tennessee.</p> <p>Expected outcomes will produce skilled consumers capable of modifying their behavior in reducing their risk-exposures to food borne diseases.</p>
<p>What Ag Women Want: Organizational Tools to Manage Finances, Balance Work and Family and Reduce Stress <u>Margie P. Memmott</u>, Utah State University; Marilyn K. Albertson, Utah State University Extension</p>	<p>Stress can arise for a variety of reasons and is associated with daily life, the workplace, and family responsibilities. As women in agriculture, we have many roles: business woman, spouse, mother, caregiver, and friend. Finances and organization are major stressors for many individuals, including women in agriculture. So what can we do about it?</p> <p>As women, we need to identify work as well as individual/family needs and goals and plan for them. Our business in agricultures should help us reach our professional as well as personal goals, but that isn’t always the case. Personal finance guidelines and organizational recommendations provided by Extension Agents at Utah State University can be extremely helpful to women in agriculture as they work towards a successful business in agriculture and positive personal/family life.</p> <p>Ideas to create success, balance and happiness every day shared in this workshop. Participants will learn techniques to organize the workplace and home and at the same time maintain balance with work and family. By organizing records with the ‘financial information binder’, participants will learn about a resource for setting financial goals, creating savings and spending plans, managing credit, and investing and planning for the future.</p>
Panel Sessions:	
Annie’s Projects	

<p>Annie's Projects in Maryland and Delaware</p>	<p>Annie's Project has not been conducted previously in the Northeastern States. Because Maryland's Eastern Shore and the state of Delaware are one agricultural area, these states will collaborate on Annie's Project. It will be conducted in seven consecutive sessions - January 16 through March 5, 2008. This presentation will report on the success of the workshop series.</p>
<p><u>Jennifer Rhodes</u>, Maryland Cooperative Extension; Shannon Dill, Maryland Cooperative Extension; Laurie Wolinski, Delaware Cooperative Extension; Lori Lynch, University of Maryland</p>	<p>The workshop will follow the basic organization that has been used in other areas of the country. Main topics for the sessions are: Human Resources and Time Management, Risk Management Overview, Business Planning and Grain Marketing, Computer Use, Computer Programs for Finance and Management, Women and Money, and topics chosen by the participants. The presenters and thus workshop teachers, include a county Family and Consumer Science educator, an Extension IT coordinator, as well as local Farm Credit and insurance personnel.</p> <p>The workshop is being conducted in cooperation with a local community college, and will be listed in their course catalog. The community college will handle the registration, and provide classrooms for the workshops. The classes will be conducted from 6-9 pm and will include dinner. This timing will allow farm women who hold full time off-farm jobs to participate.</p> <p>The project was grant funded which allowed a low participant fee. Besides the course catalog, publicity material was included in county Extension newsletters and a mailing was made to all farms in the area. Farm organizations and farm credit will also provide publicity.</p>
<p>Annie's Project in Montana</p>	
<p><u>Loree Morgan</u>, Montana Grain Growers Association; Lola Raska, Montana Grain Growers Association</p>	<p>Annie's Project is an education program that seeks to address the challenges that women face as owners and business partners in agricultural operations, and to arm them with the tools to succeed in their operations. Montana's large size and variety of agricultural operations creates a unique situation in providing educational opportunities to farmers and ranchers. Montana Grain Growers Association recognized the need for a program like Annie's Project and will present the program for the first time in Montana in early 2008 to 13 locations using local facilitators at each site and interactive video conferencing. Most of the preparatory work for the program is being done at the MGGA office, including coordination of sites, lining up speakers, providing a central registration point, preparation of participants' notebooks, hosting a facilitator training workshop and administration of budget.</p> <p>Of particular interest to the Montana experience will be how each location was able to "customize" Annie's Project to meet the unique needs of their area; how effective was the interactive video conferencing with 13 locations; and how well the central registration and administration worked.</p>
<p>Delivering Annie's Project Electronically</p>	
<p><u>Willie Huot</u>, North Dakota Extension Service, Lori Scharmer, North Dakota Extension Service</p>	<p>Since Annie's Project was launched in North Dakota in January 2006, over 400 women have completed the six week project and another 450 are expected to enroll in 2008. It was offered at five locations during the first year of the project. In 2008, it will be conducted at 23 sites. The primary reason for this rapid growth is because much of the curriculum is delivered via interactive television.</p> <p>The state coordinator works closely with extension field staff who serve as facilitators, extension specialists who conduct parts of the sessions via interactive television and with the state's Interactive Video Network administrators to plan, schedule and deliver parts of the sessions electronically. In addition, local experts are identified at all locations to conduct presentations that supplement/reinforce the specialist's presentations. All sessions focus on the major categories of agricultural risks.</p> <p>Developing a detailed facilitator manual and a web site, www.ag.ndsu.edu/anniesproject, have been vital communication tools for implementing the project.</p> <p>By charging a \$100.00 registration fee and partnering with a few state wide sponsors, the program is now being delivered without grant funds. This delivery method sharply reduces the costs of the program.</p>
<p>Educational Outreach Programs for Farm Women: Encouraging Women to Contribute to the Ag Industry</p>	
<p><u>Lynn Hambleton</u>, Annie's Project</p>	<p>The mission of Annie's Project-Education for Farm Women is "to empower farm women to be better business partners through networks and by managing and organizing critical information." This study seeks to determine the extent to which women's skill sets improved as a result of participating in Annie's Project. Illinois farm women who participated in Annie's Project were given a pre-test or baseline survey which measured farming practices in the five areas of risk (production, marketing, financial, legal and human resource). The women were later resurveyed. The improvement is measured by calculating the percent increase in 'yes' responses from the baseline to the post-test. The category which had the smallest percent increase in 'yes' responses was the production area. The strongest</p>

	<p>improvement occurred in the financial category.</p> <p>A regression analysis was also performed to determine whether socio-economic variables, such as marital status and number of children, play a role in the percent increase in 'yes' responses. Preliminary findings suggest that descriptors may impact the percent increase in 'yes' responses. In particular the combined socio-economic variables accounted for 63% of the variance in the dependent variable, which is percent increase in 'yes' responses. In addition, characteristics such as marital status and age had a significant impact in the small sample work.</p>
<p>Expanding and Compounding Your Programming Efforts</p> <p><u>Bob Wells</u>, Iowa State University, Ruth Hambleton, University of Illinois; Tim Eggers, Iowa State University; Mary Sobba, University of Missouri Extension; Karisha Devlin, University of Missouri, Kevin Leibold, Iowa State University</p>	<p>This session details steps taken to expand Annie's Project from a single site to twenty-one states. In 2003, a single Annie's Project reached 10 participants in Kankakee, Illinois. In 2007, Annie's Projects were held in seventeen states, with sixty-six sites, and 1650 participants.</p> <p>Annie's Project is such a program. Farm and ranch women have long had educational needs not met by traditional extension programming. Annie's Project was designed to meet women learner's needs by utilizing a mix of educators and practitioners with empathy for farm women audiences. Instructors are trained to develop class dynamics and build mentoring relationships within groups. Employing adaptable curriculum, meeting participants educational needs, and strong networks for future educational programs, Annie's Project has become quite popular.</p> <p>This session focuses on: 1) formation of a project team, 2) support from peer educators, 3) results-based program success, 4) positive farm press, 5) peer recognition of a quality program, 6) participant and facilitator support programs and, 7) participant recommendations. The discussion also addresses: 1) challenges of financing a growing project, 2) programs developed from lessons learned, and 3) collaboration with other organizations and sponsors.</p>
<p>Mississippi Women in Agriculture – Annie's Project</p> <p><u>Sonia Hancock</u>, Mississippi State University Extension Service</p>	<p>The objective of the project was to increase the knowledge and skills of farm women in aspects of business management, including risk management. This was accomplished through three three-day regional workshops, one one-day informational meeting, four monthly videoconferences, and streaming videos.</p> <p>Seminar topics: business plans, estate planning, financial record-keeping, human resources, marketing, risk management, business management, technology security. Lecture speakers representing Mississippi State University Extension Service, state agencies, commodity organizations, and private industry, were selected for their respected expertise. Lecture and reference materials composed the manual received by each participant.</p> <p>Monthly video conferences (4) were available at each of the 82 county Extension offices with on-site facilitators and reference materials. Topics were selected by seminar participants and addressed by subject matter specialists. Streaming video from the seminar presentations and video conferences are accessible from the program website. This allows workshop participants and others to view and reinforce concepts taught. The program website also provides a calendar of events and reference links.</p> <p>Participants were challenged to commit to developing a strategic financial risk management plan. Selected workshop participants will provide input on needs of potential participants and future training as requested by 90% of participants on the seminar evaluation.</p>
<p>Oklahoma's Annie's</p> <p><u>Bill Burton</u>, Oklahoma Cooperative Extension Service</p>	<p>Annie's Project, a program initiated in Illinois, quickly spread to other nearby states including Indiana, Kentucky, Missouri, Minnesota, North Dakota, and Ohio. The target audience is farm women with a passion for business and involvement and the aim is to empower them to be better business partners. The project is accomplished through a series of six workshop sessions through which they network and build skills to manage and organize critical information. Participants say that they find answers, strength, and friendship. They also grow in confidence, business skills, and community prestige.</p> <p>The Oklahoma Cooperative Extension Service offered its first Annie's Project sessions in January 2007 in northeast Oklahoma. A second group was formed in central Oklahoma in fall 2007 and 6 additional groups are scheduled to begin in spring 2008.</p> <p>Other impacts that participants anticipate as a result of participation include increasing use of production records, creating and using marketing plans, calculating breakeven prices for crops and livestock, preparing financial statements regularly, reviewing farm insurance policies annually, writing and reviewing farm business goals, adopting and using new farm record software, estimating and reviewing retirement costs and needs. In this session, we</p>

	will discuss resources used and outcomes of our initial workshops.
South Dakota Annie's Project – Meeting the Needs	Agriculture of today is not your mother's agriculture. It is a fast paced, technology driven, acronym using, global world that does not slow down for someone to jump in. Women are holding more roles than ever before but still want to be a productive part of their farming and ranching operations. The roles of women in agriculture are challenging and diverse – from business to family. Women are searching for programs that will empower them to ask questions and search for answers and Annie's project is the perfect program to help women acquire valuable information in the areas of risk management.
<u>Stacy Hadrick</u> , South Dakota State University Cooperative Extension Service	The South Dakota Cooperative Extension Service recognized the importance of women in agriculture and the need for more in depth information on risk management topics that affect them including financial, production and human resource risks. Using the Annie's Project format, sessions were developed that focused on the specific needs of women in western areas. Classes were held in 7 locations throughout South Dakota to allow for more women to engage in the Annie's project. The classes were open to all women involved in agribusiness and production. Each session was created to fit the needs of the women within each location since agriculture can range from soybean fields to feedlots to thousands of acres of rangelands in South Dakota. The need to develop curriculum that met the demands of our women were challenging, however, rewarding.
State Women in Agriculture Programs	
Arkansas Women in Agriculture: Changing Challenges and Growing Opportunities	Effective education requires an initial understanding of the knowledge, the needs and the experience of the education program participants. As part of education program development, participants of the 2005-2007 Arkansas Women in Agriculture conferences were surveyed to identify recent changes in their roles on and off the farm, the factors important to their success, and the problems they face in their businesses. Respondents were broken into two groups—Farm (women owner-operators of farms, ranches, or agribusinesses) and Non-farm (women working in supporting agricultural industries)—for comparisons and responses were also analyzed across years. Farm women most often reported problems keeping good employees each year, while Non-farm women often reported having problems with being respected as a female business person. For Farm women, the factor most often cited as important to success in their business was being able to pass the business on to family; for Non-farm women it was being able to apply their talents and skills. These results suggest that different types of agricultural women hold different attitudes about business and face different challenges. Results across years suggest that successes and problems may change over time. This marks some of the first research on the roles, challenges, and attitudes of Arkansas' women in agriculture. Based on the results of this research, educational efforts are underway across the state to assist Arkansas' women in agriculture.
<u>Jennie Popp</u> , University of Arkansas	
Context and Delivery in PA Women's Agricultural Network: What We Know About Education for Women Farmers	The Pennsylvania Women's Agricultural Network is involved in multiple research and extension activities to reduce the risk of women farmers. The Pennsylvania Women's Agricultural Network has expanded tremendously since our beginnings in 2003 to over 900 members as of December, 2007. This presentation provides an overview of several aspects of our program including revising Annie's project for the Northeast, leadership training, regional networking, and workshops/fielddays. As integral components of our programming efforts, we have conducted extensive needs assessments and evaluations to determine how best to help women farmers reduce financial, production, marketing, and legal risks. We will provide a series of recommendations for agricultural professionals about the context and delivery of educational programs, networking opportunities, and leadership development for women farmers.
<u>Carolyn Sachs</u> , Pennsylvania State University – PAWAgN; Kathy Brasier; Linda Moist; Nancy Ellen Kierman; Mary Barbercheck; Amy Trauger, Pennsylvania State University	
Heart of the Farm – Risk Management Education and Networking Opportunities for Wisconsin Farm Women	Heart of the Farm – Women in Agriculture (HOF) began providing risk management education and networking opportunities to Wisconsin farm women in 2002. Since then HOF has held 24 one-day conferences and reached over 500 women. In addition, HOF provides spin-off workshops to address specific requests of participants. Annie's Project is also offered to Wisconsin Farm women; sixty-five women have participated in one of eight Annie's Projects since 2004. Evaluations from the conferences and workshops indicate farm women attend because the topics are pertinent to their farm business; however once there the farm women appreciate the networking opportunities the conferences provide. Participants frequently request more time to network. Participants also request more in-depth education and skill development in regards to risk management topics. Heart of the Farm coordinators strive to improve the conferences and find more ways to provide education and networking opportunities to Wisconsin farm women. In 2007 a HOF newsletter was developed; new facilitated networking sessions were offered; and a pilot Google group for Wisconsin farm women was developed. In early 2008 a new approach to
<u>Joy Kirkpatrick</u> , University of Wisconsin Center for Dairy Profitability; Jenny Vanderlin, University of Wisconsin Center for Dairy Profitability	

	offer in-depth information was offered at two of the HOF one-day conferences. This session will provide an overview of the statistics gathered from the six years of Heart of the Farm evaluations, sample teaching outlines and ice-breakers as methods to facilitate networking. This session will also discuss the opportunities and challenges of starting a Google group for farm women.
Risk Management Tools for Women Farmers: Conference and Small Group Mentoring Approaches <u>Patrice Barrentine</u> , Washington State Department of Agriculture; Fred Berman Washington State Department of Agriculture	As a current recipient of RMA's Community Outreach and Assistance Partnership Grant, Washington State Department of Agriculture's Small Farm Direct Marketing Program is conducting educational outreach to women farmers throughout our state on direct marketing, business and succession planning, energy alternatives for the small farmer, AGR-Lite insurance, value-added production, and state regulations and licenses for farm businesses. We have devised two methods of delivery: 1) agricultural conferences attracting women farmers, and 2) regional, women only, small group mentoring sessions. Come learn about the value of each of these delivery methods and the expected and surprise results of these outreach workshops for women farmers as we walk through our experiences in planning and conducting outreach.
Social Change Through Women in Agriculture <u>Claire Morenon</u> , Community Involved in Sustaining Agriculture	Through our Women in Agriculture Network, CISA (Community Involved in Sustaining Agriculture) has been coordinating technical assistance workshops and linking women farmers in Western Massachusetts since 2005. Workshop topics have covered such diverse topics as avoiding injury on the farm, marketing techniques, and retirement and succession planning. As the program has matured, many questions about the impact of our work have continually resurfaced. For example, how do you talk about women in agriculture to the press and the general public without conjuring up outdated stereotypes? How do you gear a technical assistance program towards a specific group without reinforcing too narrow a view of the work they do? How do you build a community that allows space for the varying roles that women fill in their families and businesses? In this presentation, I will give an overview of CISA's work and the successes and challenges we've seen through our Women in Agriculture Program. I will also lead a discussion on thinking about and managing the social change impact of such a program.
Women in Blue Jeans: Providing Education, Networking, and Support for Women in Agriculture <u>Diana Goldammer</u> , Women in Blue Jeans, Inc.	<p>Women in Blue Jeans is a grass-roots effort that began in 2001 and has hosted an average of 250 women at each annual conference since then. With the support of private sponsorships and government grants, ladies are able to attend for a fraction of the actual production cost.</p> <p>The conference is organized and produced by volunteers. Members of the steering committee are from many walks of life, including farm partners, an ag banker, county commissioners, a radio news director, and a commodity broker. Speakers are local experts in their fields, so ladies will have continued access to those resources.</p> <p>This session will allow time for development of an initial plan to begin hosting a similar kind of conference for women in your area. Learn from the steering committee members of Women in Blue Jeans. From selecting a location and date to generating sponsors to selecting a slate of speakers, we've been there and you can learn from our experiences.</p> <p>The Women in Blue Jeans conference has already been reproduced by a group of like-minded women in Iowa, and interest in the conference keeps growing. Don't start from scratch when you can learn from a group who can say they've 'been there, done that.'</p>
Women Managing the Farm: Support Systems for Women in Agriculture <u>Kristy Archuleta</u> , Kansas State University; Charlotte Soup-Olson, Kansas State University; Gladys Barley Asiedu, Kansas State University	Women in farming and ranching may fill many overlapping roles such as business manager, owner, operator, landlord, laborer, wife and mother, and partner, often but not always in combination with an intergenerational family team. The Women Managing the Farm project was developed to provide education, development, and support for women involved in their many roles. In addition to an annual conference, the support system is now expanding into year round support with specialized listserves devoted to unique roles, and Rural Route Women, an online support network designed to address participants' concerns and issues.