

Objectives for planning a Women in Agriculture Conference

Educational programming offered to “ag women” has evolved to meet their changing needs. Educational programming should continue to meet their needs as technology and practices evolve.

1985 - One of the first Women in Ag programs was developed in Nebraska

Planning a Women in Agriculture Conference

~Objectives~

- Education
- Networking
- Empowerment

Planning a Women in Agriculture Conference

Objective - Education

Educational programs that include workshops which:

▪ Have relevance to their farm business and/or their personal life, for example:

- Legal
- Health
- Insurance
- Marketing
- Management
- Production
- Policy

Planning a Women in Agriculture Conference

Objective - Education

- Offer hands-on workshops for skill building, for example:
 - Computer Workshops
 - Equipment Use
 - Pasture Walks

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Objective - Education

- Include testimonials from other women in panel or round table format, for example:
 - Agri-tourism
 - Farm markets
 - Community Supported Agriculture Associations

Planning a Women in Agriculture Conference

Objective - Education

Intended ***Educational*** Outcomes for Participants:

- Increased Knowledge of workshop topic
- Improved Attitudes of workshop material
- Increased Interest in workshop topic
- Increased Awareness in workshop topic
- Improved Confidence in using material presented in workshop
- Intention to use information

Planning a Women in Agriculture Conference

Objective - Networking

Networking opportunities - this is as important as the educational workshops.

Examples of experiences they share with each other:

- Marketing their product
- Family communication
- How to deal with labor issues
- Customer relations

Planning a Women in Agriculture Conference

Objective - Networking

- Not all meals need a speaker – this is a key time for networking
- Longer breaks allow time for networking
- Facilities that have comfortable lounge areas
- Provide a participant list in the registration packet
 - e-mail addresses
 - home address and county
- If feasible, consider offering to establish an e-mail group or listserv

Planning a Women in Agriculture Conference

Objective - Empowerment

Empowerment –

At the close of the conference, women should feel energized, confident and empowered to manage their agribusiness with improved understanding and skills. As a result, they will make more informed decisions to improve their agribusiness.