Sophia Campbell

Outreach Strategies to Women in Ag.

Women Land and Legacy

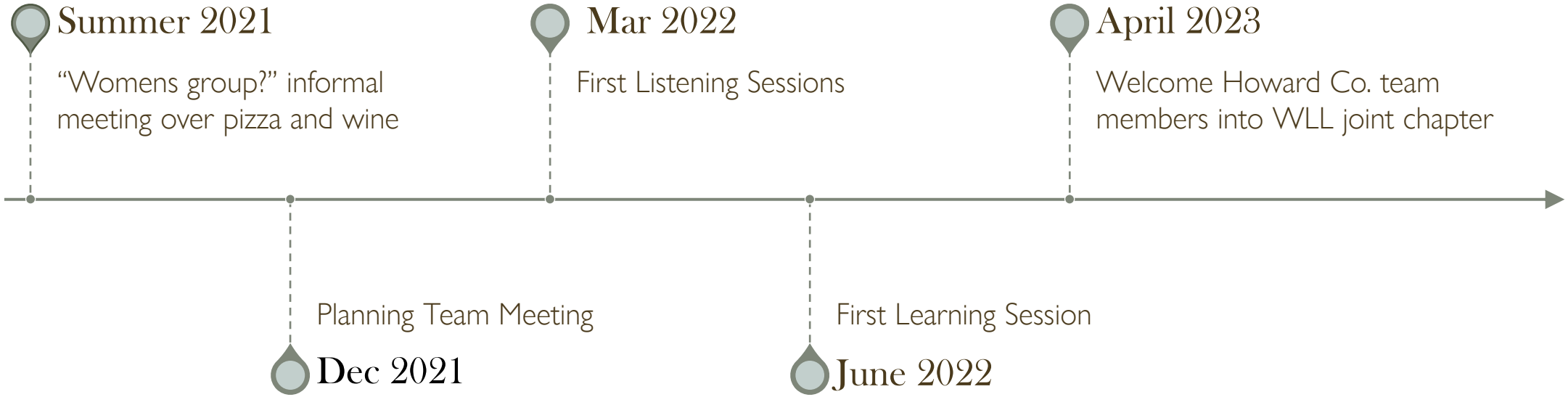
Vision: Networks of confident women sharing knowledge to create a legacy of stewardship

Mission: Listening to women to connect them with resources for making informed decisions for their land and communities.

Primary Goals

- Make connections with a demographic that has been historically underserved in traditional Ag groups
- Provide women with a local network – other farmers, resource professionals, etc
- Find out what women need and how agencies/orgs can better assist them in meeting their goals

Timeline


Summer 2021
"Womens group?" informal meeting over pizza and wine
Mar 2022
First Listening Sessions
April 2023
Welcome Howard Co. team members into WLL joint chapter
Planning Team Meeting
Dec 2021
First Learning Session
June 2022

Listening Sessions

- 2 hour evening meeting including a meal facilitated by WLL state coordinator
- First session: Winneshiek Wildberry Winery (40 attendees)
- Second session: Spillville Community Center (15 attendees)
- Generate a report from each session expressing what programs, projects, and information they need to assist them in their farming and conservation decision making

Estate and Transition Planning

- Presentation from ISU Extension Farm and Agirbusiness Speciliest for NE IA – Melissa O'Rourke

- Impact Coffee Upstairs
- Half day morning session

- Family groups

- 45 Attendees

Women Managing Woodlands

- Walk through the woods by host landowner in Northern Winneshiek County
- Forestry discussion facilitated by a IDNR Forestry Specialist - Emma Kerns
- Foresty resources discussion
- Apple Cider and Singing!
- 20 attendees

Conservation Leases

- Women landowner panel
- Facilitation from Izaak Walton League Coordinator – Caroline Van Schaik
- Presentation of our favorite supplements to leases and resources like Ag decision maker, “renting it out right” LSP in MN, Iowa Learning Farms
- 15 attendees

Success (& some failure)

Partnerships

- Planning team
- Fiscal Agent
- Business and Organization support
- Maximizing Resources available to your community – partners events
- Grant opportunities

Outreach Strategy

- How to reach your audience – most advertising locally is free or reasonably affordable
- Make yourself available
- Make a connection

Logistics

- Joint Memo
- Program documents
- State Coordinator
- Session report guides our next events
- Be flexible and adaptable
- Discussion time – double it whatever you're thinking is reasonable – double it

Thank you

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