



## TAKE ACTION



### Join the Conversation

You can start the conversation around addressing the challenges for women in agriculture on social media. For infographics and images for your social media pages, [click here](#). Follow American Farm Bureau Federation on social media to help amplify the message.



### Begin the Conversation

To receive the discussion facilitators guide, please email [committee@fb.org](mailto:committee@fb.org).

# WOMEN in Ag Survey

The **American Farm Bureau Women's Leadership Committee** launched the second Women in Ag online survey in March 2019 to better format programming and leadership opportunities to help women in agriculture achieve their goals and aspirations.

## Why

The survey aims to **gauge the goals, aspirations, achievements and needs of women** who hold various roles in the American agriculture industry

## What



Demographics



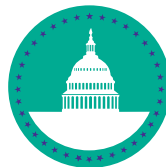
Business



Leadership



Policy Interests



Advocacy



Involvement

## How

The **multidimensional online survey** was accessible via mobile device or desktop

## Who

**All women** who are farmers, ranchers, farm/ranch employees, employed in agricultural businesses, pursuing ag-related education or supportive of agriculture in other ways were invited to participate

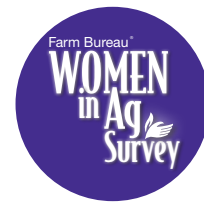
## Action

**Begin the conversation about what women in agriculture need to achieve their goals and aspirations.**



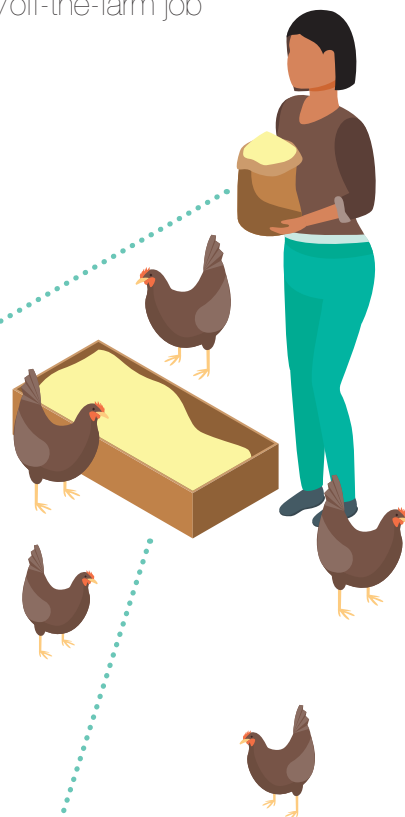
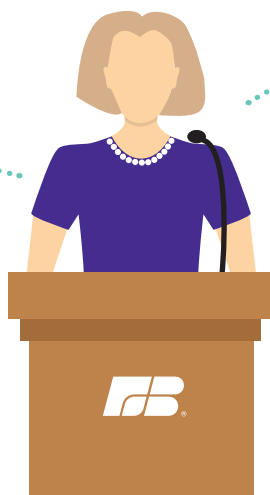
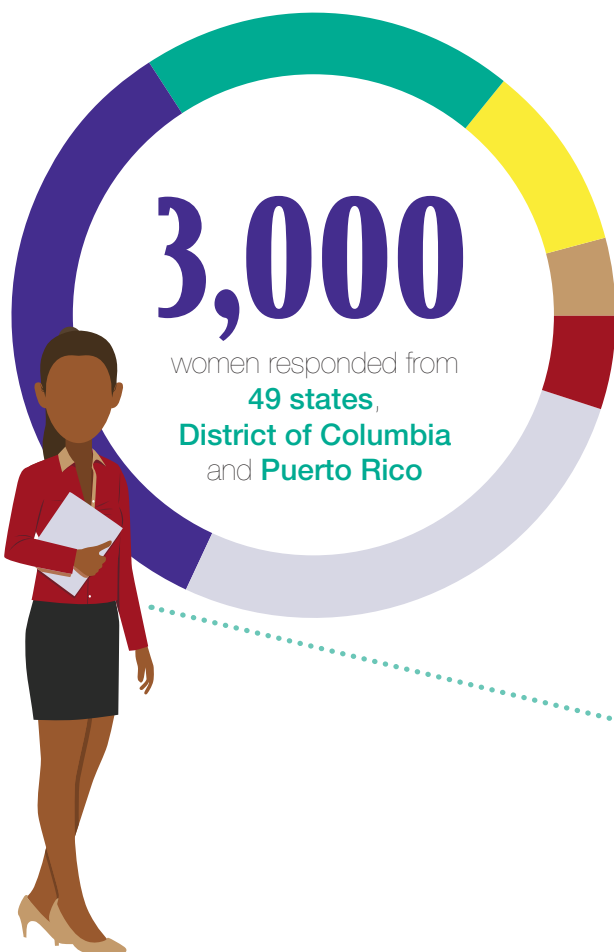


# DEMOGRAPHICS

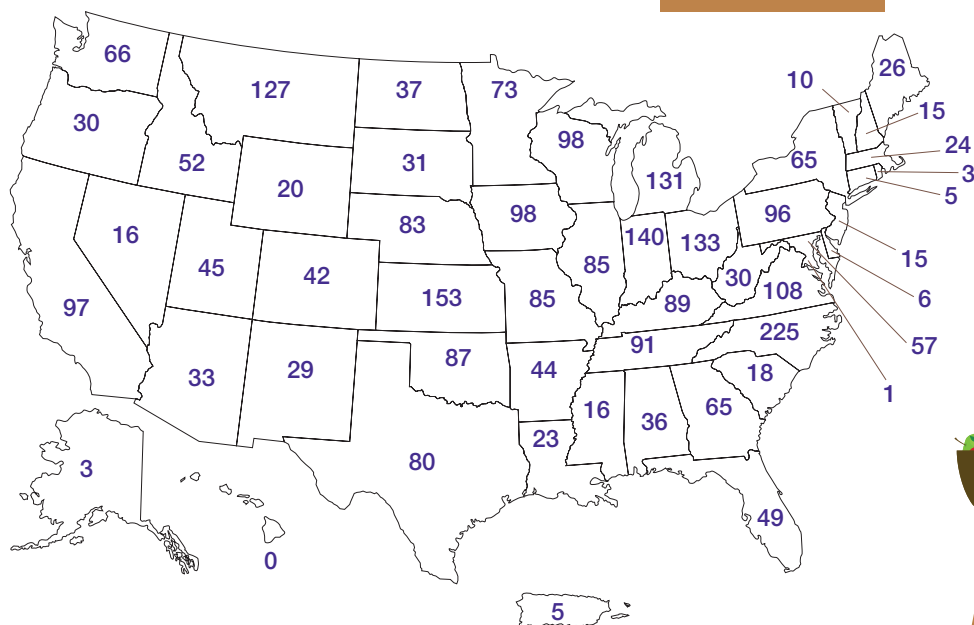


## Occupation

- **34%** Farming and/or ranching
- **27%** Agriculture related business (not farm/ranch)
- **20%** Non-agriculture/off-the-farm job
- **10%** Other
- **5%** Student
- **4%** Retired



## Breakdown of the 3,000 respondents:



## Average Respondent Profile

- > White (96%)
- > Age: 43 years old (Oldest-73; Youngest-16)
- > Has a bachelor's degree or higher (92%)
- > Has a primary occupation outside of farming and/or ranching (2/3)

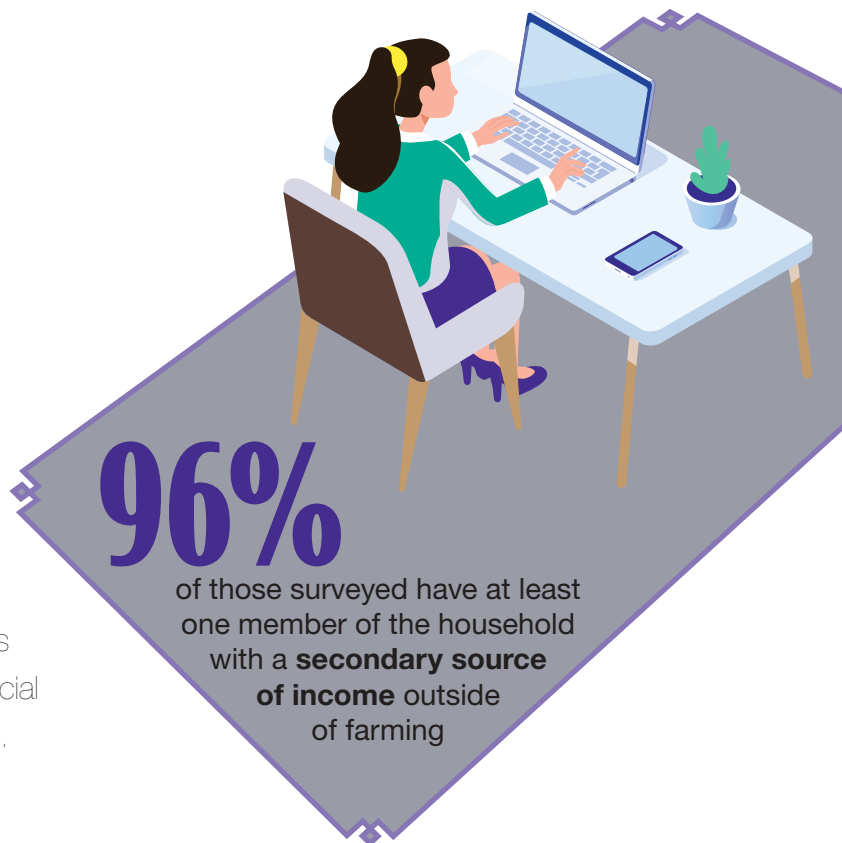




# BUSINESS

Women continue to be the driving force of business, whether on the farm or supporting their household with a secondary income.

This knowledge paves a path for new training opportunities in topics such as time management, financial management and estate planning.



I've started a business and it's still operating.



I have not started a business, but would like to in the future.



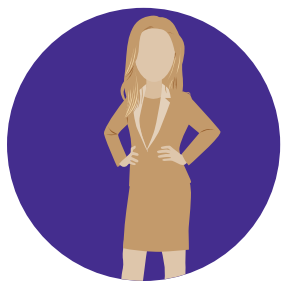
I have not started a business and would not like to in the future.



I've started a business and I've sold or closed it.

## Which business challenges are the greatest?

- ✓ Prioritizing and finding time to accomplish tasks
- ✓ Acquiring financial support (investment, loans, down payments, etc.)
- ✓ Marketing plan development
- ✓ Business plan development



# LEADERSHIP

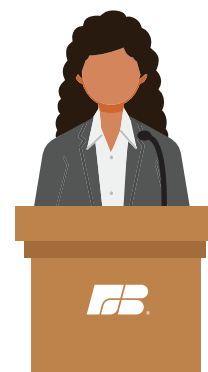
## Representation Matters

The **2017 Census of Agriculture** showed that nearly 2 out of every 5 American farmers and ranchers are women. Representation in leadership roles within the agriculture community should continue to change to provide an accurate illustration of what modern agriculture looks like.

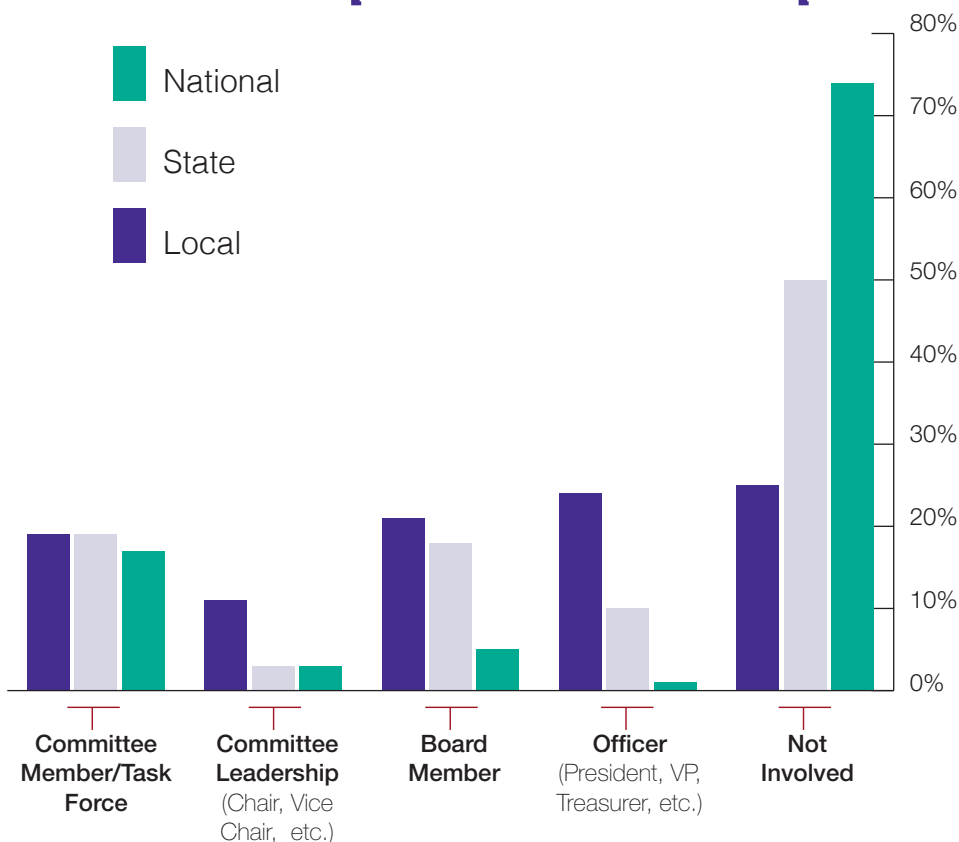
## What are the most important leadership skills to respondents?

- ✓ Communicating effectively
- ✓ Inspiring and motivating others
- ✓ Managing conflict
- ✓ Constructing and executing strategic plans

Respondents rated effective communication as the most important leadership skill. **AFBF training programs, including Farm Bureau Women's Communications Boot Camp**, provide women with the skills needed to speak on behalf of agriculture and Farm Bureau.



## Farm Bureau Respondents in Leadership Roles



### Local:

**75%** are leaders at the local level, with 45% serving on a board or as an officer.

### State:

**50%** are leaders at the state level, with 28% serving on a board or as an officer.

### National:

**26%** are leaders at the national level, with 6% serving on a board or as an officer.



# LEADERSHIP



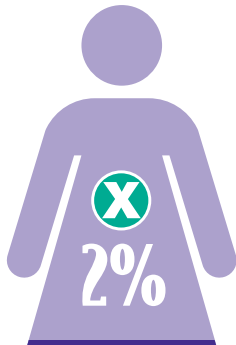
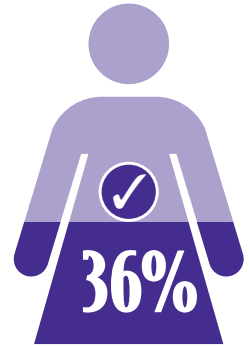
## DISAGREE



**Women are sufficiently represented in the agriculture industry.**

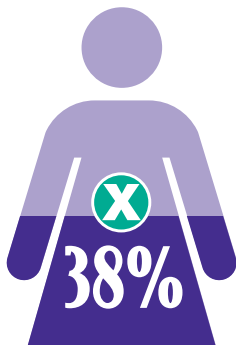
However, more respondents agree they are sufficiently represented (up 6 percentage points from 2015).

## AGREE



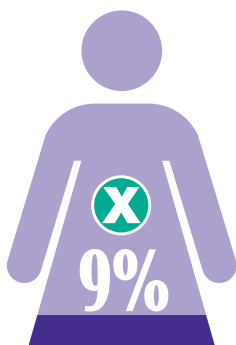
**Women in agriculture have the skills, knowledge and experience necessary to fill leadership roles in the agriculture industry.**

70% of those surveyed strongly agree with this statement.



**I have the opportunity to lead in the agricultural organization of which I am a member.**

Fewer women believe they have the opportunity to lead (down from 66% in 2015).



**There should be more women in leadership roles in the agriculture industry.**

These results have remained relatively unchanged from the previous survey in 2015.





# Policy

The **2019 Women in Agriculture survey** is the first year policy-specific questions were asked. These questions focused on current policy initiatives identified during the American Farm Bureau® Federation annual meeting in January 2019. Overall, **the results show that the issues of concern to those surveyed are aligned with AFBF strategy.**

## TRADE:

64%

Of farmers surveyed believe exports are vital to the success of their operation as well as all of U.S. agriculture.

## CONSERVATION:

96%

Of those surveyed believe it is important to use conservation practices to enhance natural resources and wildlife.

## LABOR:

62%

Of farmers surveyed DO NOT have sufficient access to skilled permanent labor and 57% do not have access to seasonal labor.

## REGULATION:

83%

Of those surveyed believe labeling on agricultural products should be standardized and better enforced by the government.

Want to **unite with other Farm Bureau members** to speak out on issues of concern for the nation's farmers and ranchers, rural Americans and consumers?

Visit <https://www.fb.org/advocacy/> to sign up for Action Alerts. Take in-depth look into ag policy issues at <https://www.fb.org/market-intel>.







# ADVOCACY

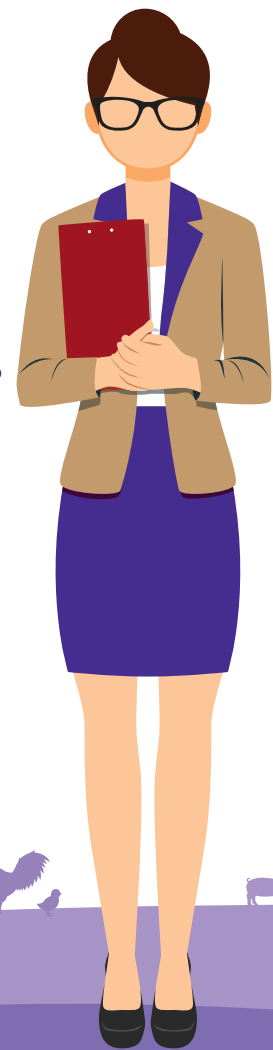
**Women are active advocates for agriculture.**

**95%** of those surveyed frequently advocate for the agriculture industry.

**Women increasingly believe they have the ability to be impactful advocates.**

**92%** believe they possess the skills and knowledge to effectively advocate for the agriculture industry.

**A 12% increase from 2015!**



# INVOLVEMENT

There are women who have yet to be engaged.



**6 of every 10 females surveyed are members and actively involved in at least one ag organization, leaving 40% who are inactive.**

*Results are nearly identical for members who were actively involved in 2015.*



**Only 5 of every 10 female Farm Bureau members surveyed are actively involved.**

**What can Farm Bureau do to engage the other half?**

# CONCLUSIONS

The 2017 Census of Agriculture reported that 36% of American producers were women, which gives USDA a much clearer picture of the role women play on America's farms and ranches. This is a large percentage of capable individuals who can make a positive impact for agriculture. **The Women in Ag Survey** has given us a robust sample size, with 3,000 respondents illuminating opportunities for the growth and development of the agriculture industry.

95% of the women surveyed advocate for the agriculture industry frequently, showing that they are a highly mobilized group of individuals. They also believe they have the skills and knowledge to effectively advocate, yet few of them are given the platform provided by leadership positions to amplify their voices. **How can we give this group of advocates opportunities to use their advocacy skills?**

When asked if there should be more women in leadership roles in the agriculture industry, 91% of respondents agree or strongly agree which is similar to the results found in 2015. Women want a more realistic representation of modern agriculture in leadership. **What can be done to encourage more women to run for leadership positions?**

Of Farm Bureau members surveyed, only 52% are actively engaged in the organization. This leaves a large group of potential advocates who could extend Farm Bureau's reach by helping to tell the story of agriculture. **How can Farm Bureau inspire a higher engagement rate among members?**

Additionally, the survey identified the need for Farm Bureau to develop training and resources that address business acumen, as well as leadership skills. This might include how to develop a business plan, acquire financial support when starting a business and time management. **How can you address this need in your organization?**

To discuss some of these questions and how to solve them, you can begin the conversation with your county or state Farm Bureau by using the accompanying facilitator guide. You can also join the conversation on social media.



## TAKE ACTION

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