

We heard from

4,396 Women in Agriculture

National
WIA
Study

this is what they had to say

Leadership is a Long-Term Pipeline Consideration:

Multiple occurrences point to the same structural challenge: leadership doesn't start when organizations typically intervene.

- **Early Entry Mandate:** leadership starts before 25, often before 18
- **Generational Continuity Gaps:** younger women don't know how to enter
- **Advocacy Knowledge Gap:** skills are expected later, but not built early

Opportunities for Future Impact: To prevent downstream gaps in confidence, knowledge and participation, systems should consistently build connections and leadership skills from the beginning.

Access to Knowledge and Networks is Necessary:

There are consistent signals that information flow is uneven and often informal.

- **Advocacy Knowledge Gap:** confidence exists, but there are challenges to accessing specialized knowledge
- **Generational Continuity Gaps:** pathways can depend on "who you know"
- **Early Entry Mandate:** earlier exposure increases access over time

Opportunities for Future Impact: Structuring information, connections and opportunities for broad access will increase engagement of individuals who are ready to lead.

Recognition and Meaningful Engagement is Important for Sustainable Leadership:

Women are clearly active and contributing, but that participation does not always translate into formal leadership status or acknowledgment.

- **Engagement Contradiction:** high informal activity, low formal training
- **Respect Tax:** additional effort required to be heard
- **Motivation as Service:** work is being done, but often framed relationally rather than institutionally.

WIA are ready & engaged...

- 90% willing to participate publicly
- 73% already sharing content
- 58% representing the industry

...but report challenges

- 61% lack advocacy knowledge
- 17% have formal training
- 31% don't know how to get involved

The findings highlight five key areas to better understand & support women in agriculture going forward

Time & Caregiving

Skills Development

Financial Future

Overall Well-Being

Leadership Involvement

Opportunities for Future Impact: Assessing current formal and informal leadership and engagement and aligning recognition and opportunities with motivations will build stronger organizations and leverage the desire of individuals to make an even greater impact.

A full report is available at fb.org/women

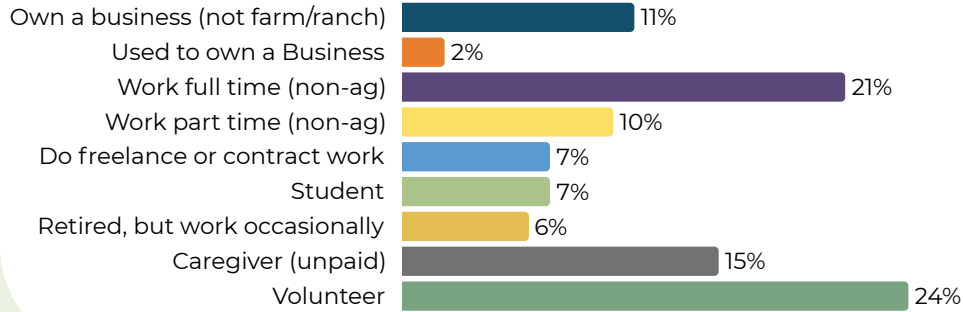
Producers

62% own or share ownership of their operation; 25% serve as the primary operator



Women in Agriculture Juggle Multiple Roles

Do you currently work in any jobs or roles outside of your agriculture work?



Off-Farm Employees

60% of women hold jobs or roles outside of agriculture



Community Advocates

73% of WIA engage in some form of leadership, advocacy or public speaking



Business Managers

11% own an ag-related business beyond their farm or ranch



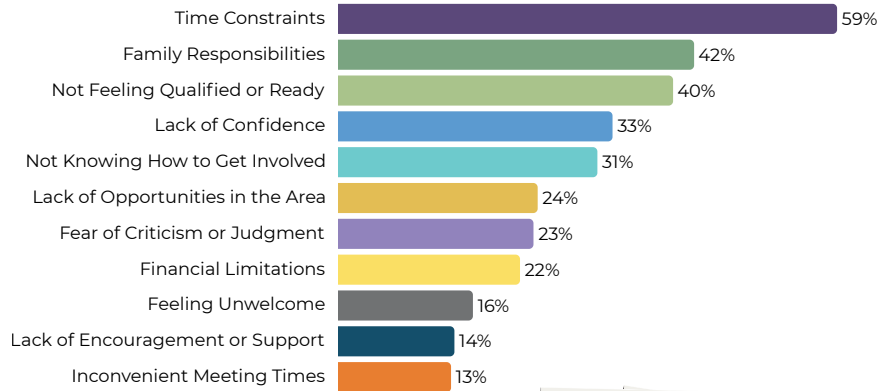
Caregivers

Most WIA have some caregiving responsibilities; 15% identify caregiving for children or elderly parents as a primary role beyond the farm.



Personal Barriers to Leadership Participation

What, if anything, has stopped you from taking on an ag-leadership role?



The **National Women in Agriculture Study** helps us understand how women experience their leadership roles in agriculture and how systems can evolve alongside the realities of modern farm and ranch life.

While many of these experiences may be shared across the broader ag community, this study offers a closer look at women's perspectives to help inform conversations about strengthening agriculture as a whole.

This study was sponsored by the American Farm Bureau Women's Leadership Committee and funded by CoBank and JBS.

Ownership & Management: 62% own or share ownership of a farm or ranch, and 25% serve as the primary operator.

Family Farms: 61% of respondents describe their operation as a family farm.

Income & Size: Roughly 39% report a gross cash farm income of less than \$350,000, and 31% operate on 249 acres or fewer.

Professional Foundation: 81% of these producers hold a college degree or higher, reflecting a highly educated workforce

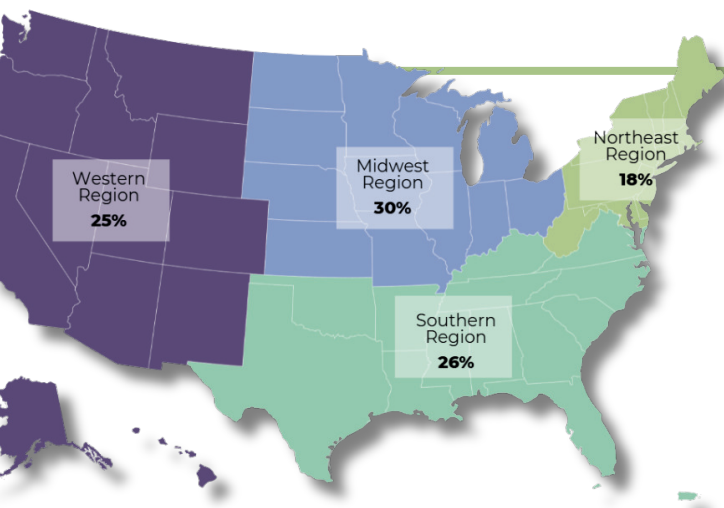
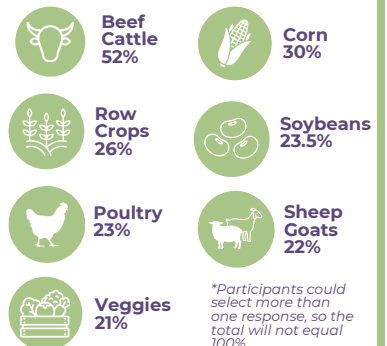
Lifelong Ties: 46% grew up on a farm or ranch, and 55% have family currently active in agriculture

First-Generation Pioneers: While many have deep roots, 26% are first-generation producers



Photo Credit: AFBF
Producer Snapshot

Top Commodities



These findings reflect the **Voices of 4,396 Women In Ag** across all 50 states, DC & Puerto Rico.