

## LOGIC MODEL – EXTENDING KNOWLEDGE AND EMPOWERING WOMEN IN AGRICULTURE IN IOWA

Situation: Women have significant ownership, management and employment on Iowa farms. There is a critical need for education directed specifically to this group to help them improve farm profitability, adopt conservation practices, and support each other as a community of women in agriculture.

<b>Inputs →</b> <i>Investments</i>	<b>Outputs →</b>		<b>Outcomes and Impacts</b>		
	<i>Activities</i>	<i>Participation</i>	<i>Short →</i>	<i>Medium →</i>	<i>Long</i>
1. ISU Extension personnel: farm management team, county and campus professionals. 2. Research-based information: ISU Ag Decision Maker. 3. Curricula: Annie’s Project, Managing for Today & Tomorrow, Women Marketing Grain, Women Managing Farm Finances. 4. Facilities and supplies: meeting rooms, computers, workbooks. 5. Funding: USDA grants, ISU Extension, participant fees, industry partners. 6. Community support: USDA FSA and NRCS, FCSAmerica, ag professionals. 7. Experience: data and outreach to women in agriculture.	1. Needs assessment: listening sessions, surveys, local partnerships. 2. Educational design: women-centered educational practices, learning objectives, agendas, research-based information. 3. Scheduling and marketing: ISU brand value, templates, online registration, recruitment, promotion. 4. Delivery of courses: discussion based, local, small-group, multi-session, expert speakers, networking, discussion, activities. 5. Evaluation: pre- and post- course surveys, participant stories.	1. Provide 20 multi-session courses each year. 2. Reach 300 women farmers and landowners, and women in agribusiness. 3. Inform men and women about research-based information and ISU Extension programs.	1. Knowledge gained: awareness of whole farm risk management and research-based information to aid decision-making. 2. Problems identified: a. Financial – balance sheet ratios and trends, land leasing, production budgets. b. Human Resource – labor, health insurance, succession, communication. c. Legal – ownership liability, estate planning. d. Marketing – price discovery, sales strategy, breakeven price points. e. Production – crop/ livestock insurance, conservation practices. 3. Attitudes changed: confidence to make decisions, reach goals. 4. Incentives created: network of peers and professionals.	1. Behavior changed: new risk management roles and improved decision-making. 2. Practices implemented: a. Analyze rations, update leases, prepare crop and family living budgets. b. Get health care power of attorney, share goals. c. Start or update estate plan, adjust business structure to lower liability. d. Use marketing contracts, forward pricing, written plans. e. Access USDA programs to increase productivity and conservation; reduce risk. 3. Recommendations adopted: management effort directed to farm business. 4. Education sought: become life-long learners.	1. Enhanced societal conditions: a. Improved agricultural sustainability, food security. b. Improved quality of life, mental/physical health. 2. Benchmarks measured: a. <u>Economics</u> : FSA financial sign-up, family farm transition planning, re-negotiated land leases, business profitability. b. <u>Environment</u> : NRCS conservation program sign-up, soil management practices. c. <u>Community</u> , women empowered as business owners and partners, supportive networks, leadership/ management skills, rural lifestyle satisfaction.
<u>Assumptions:</u> Women in agriculture of all ages and experience levels can learn to manage risks with analytical thinking and long-term planning. Women are willing to make good decisions and take on influential roles with education, research-based information and support.			<u>External Factors:</u> Cultural norms and traditional patriarchal influences in Iowa’s social structure and broad economic factors may sometimes constrain successful outcomes.		