

IOWA STATE UNIVERSITY

Extension and Outreach

Success Story

Title

Hargrafen Impacts Agriculture In Delaware County And Across Iowa

Author: Madeline Schultz

Author's Location

1230 NATL SWINE

AMES IA

50011-3310

CoReporter(s) - ISUEO Staff

- Hargrafen, Jade [CO PD]
- Mariman, Paul [COOP]
- Scarbrough, Lisa F [VAA]
- O'Rourke, Melissa R [EXTAG]

CoReporter(s) - Non ISUEO Staff

- Carpenter, Cora [ISU Studen]

Relevance

Delaware County ranks 9th for total agricultural market value in Iowa with annual sales of \$534 Million (USDA 2017 Census of Ag.) Cattle and calves (4th), milk from cows (8th) and other livestock combine to rank the county 8th for total livestock and poultry production in the state. Farmers in the county understand the importance of protecting the Delhi Dam and Lake and Maquoketa River Watershed which drains into the Mississippi River. Farmers use no-till or minimum-till on 60% of the land and the county ranks 11th in the state for other crops and hay. With 2,218 producers in the county, Jade Hargrafen knows it important to meet the needs of women (who make up 35% of all producers,) men and women over the age of 65 (24%,) and new and beginning farmers (19%.)

Response

"It is always a pleasure to partner with Jade when bringing agricultural programming to Delaware County! Agriculture is our number one industry, so bringing key programs to our producers is extremely important. What is also extra special is watching Jade grow from her youth into her professional career. I'm truly honored and blessed to work with such a wonderful and talented young lady!" stated Donna Boss, Delaware County Economic Development Director. Hargrafen was raised on a local family farm and grew up in 4H. She and her husband are continuing that tradition by raising beef cattle in Delaware County. Hargrafen took her love of agriculture off to college, where she earned Bachelor of Arts degrees from the University of Iowa in Political Science and Environmental Policy. Hargrafen gained experience as a 4-H Summer Assistant, 4-H Office Assistant, and County Youth Coordinator before becoming County Program Director. Local programming is Hargrafen's primary focus. "Her personal drive and the fact that she is always positive about exploring new opportunities is what makes her an excellent director," said Roger Helmrichs, Delaware County Extension Council Chair. She is always trying to make the programs better, and in return they are growing so much that an additional 4-H position had to be created. "Jade is concerned and driven in all areas and programs within Extension," Helmrichs continued. Since becoming the director in May of 2016, Hargrafen promoted and executed a variety of programs. "As a ANR Field Specialist, it's vital to rely on the support of our county professionals to be the local boots on the ground, the folks who enthusiastically organize, promote and implement the many details of ANR programming. Jade is 'Exhibit A' of that kind of professional," stated Melissa O'Rourke, Farm Management and Agribusiness Field Specialist. Jade is the local listening ear in the region, assessing the needs of ANR clientele. "Working with Jade, we served more than 44 women and their families through Annie's Project farm business management in 2018, and Managing for Today & Tomorrow farm transition planning in 2019," stated O'Rourke. Hargrafen helps O'Rourke each year with farmland leasing programs, Farm Bill education, and other opportunities for farm families to grow and develop their farm operations. She regularly collaborates with other ANR field specialists, such as Jenn Bentley, Dairy Specialist, and Denise Schwab, Beef Specialist, who brought Boots in the Barn livestock programs to the county in 2017 and 2018. Hargrafen is proud of the Delaware County Progressive Agriculture Farm Safety Day held annually for about 250 seventh grade students. She partners with FFA chapters, commodity groups, law officers and more to help keep kids safe. Along with her county commitments, Hargrafen is active in planning and hosting the ISU Extension and Outreach Women in Ag Leadership Conference held annually since 2017. Hargrafen's professionalism and leadership shine through her work on the conference advisory committee as evidenced by the members selecting her to serve as the conference co-chair.

Type of Change(s)(s)

- Learning Changes
- Behavior Changes
- Condition Changes

Impact Statement

All Iowans benefit when Hargrafen and her collaborators and partners deliver high quality educational ANR programs. With research-based information and support from Extension professionals, farmer and agribusinesses professionals can make even greater contributions to the agricultural economy, environment, and community in Delaware County and across Iowa. Hargrafen helps bring positive changes to Iowa's agricultural sustainability and helps ensure Iowa's farm and agribusiness families continue to be key stakeholders in the production of safe, plentiful, and accessible food.

ISUEO Signature Issues

Food & the Environment --> Farm Business Management

Outcomes

OUTCOMES: “Jade is awesome; she is exceptionally professional and works well with everyone. Her unique people skills and deep connections in Delaware County means she understands cattle people, hog people, economic development people, 4H kids – everyone,” stated Paul Mariman, ISU Extension and Outreach Region 11 Director. “She’s a real solid team builder,” added Mariman. Hargrafen is passionate about Extension work and delivering research-based learning opportunities for youth and adults. She is proud of bringing new life into programs by trying new things, being innovative, and staying on the cutting edge. She continues to bring positive impacts to ISU Extension and Outreach in Delaware County and across the state as shown in the following examples. The 2019 Managing for Today and Tomorrow farm transition planning course served the needs of women, producers over the age of 65, and new and beginning farmers. Post-course surveys from the course indicated 63.6% of respondents identified succession goals, analyzed business strengths and weaknesses, and discussed succession planning with family or partners. These actions taken were up from 20.9% to 37.2% on pre-course surveys. The 2018 Annie’s Project helped women of all ages and their farm families make more informed decisions. When asked, ‘What changes have you made to your financial practices to improve profitability?’, a post-course survey response indicated, “Revised break even and marketing strategy. Also began tracking household spending more closely. Hope to pay off intermediate debt;” indicating a strong financial impact. Survey responses also indicated participants took actions towards human resource, legal, marketing and production risk management. Responses showed women improved communication with family members and landowners; created or updated powers of attorney, wills and trusts; developed marketing plans and talked to trusted resources about marketing strategies; and made appointments with USDA-NRCS about pasture improvement or tiling, updated lease agreements and met with family to help everyone understand crop insurance. Overall goals for applying what was learned included, “to be more actively involved.” Survey responses to the 2019 ISU Women in Ag Leadership Conference, which Jade co-chaired, indicated 94% of respondents rated the quality of conference materials as ‘good’ or ‘excellent,’ and 89% of respondents rated the overall quality of the professional development as ‘good’ or ‘excellent.’ Respondents indicated the conference strengthened their leadership capacity; 80% indicated they increased their belief in themselves and the power of life-long learning ‘moderately’ or ‘significantly;’ and 96% indicated they connected with other women who inspire their leadership journey ‘moderately’ or ‘significantly.’ Open-ended comments on what conference take-away messages respondents found useful included: “There are a lot more women in agriculture than I ever expected before coming to the conference,” and “Farm succession planning is very important at any age/step in farming,” and “It is essential to surround yourself with people who are where you want to be.”

Location / Participant(s) Came From

- County
- State
 - Delaware

Partner(s)

- County Extension Staff
ANR Field Specialists