

IOWA STATE UNIVERSITY

Extension and Outreach

Success Story

Title

Individual Client Long Term Relations

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Author's Location

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Relevance

Over 50% of the land in Iowa is owned by women. Over 20% of the land is owned by people who live outside the state. Often a widow or children may not have had much involvement with the day to day management of these resources. These clients are looking for information and support to manage these very valuable and income producing assets.

Response

In the 34 years of Extension work I have worked with, often at their kitchen table, hundreds of women who are wanting information to manage their property. This lead, in part, to the development of the "Women in Ag" programming that is now part of ISU Extension. Over the past 13 years programs such as Annie's Project, Managing for Today and Tomorrow, Know Your Numbers - Know Your Options, Women Managing Crops, and others, have been developed to provide learning opportunities for women only audiences.

Type of Change(s)(s)

- Learning Changes
- Behavior Changes
- Condition Changes

Impact Statement

By providing information in a format that women want ISU Extension is able to empower people to manage their own resources. The participants are very appreciative of the education we provide. In this situation the individual has recently donated 80 acres to the ISU Foundation. The "Women in Ag Program" has also been widely recognized for its work in providing educational activities with over \$3 million in outside funding since its start. ISU Extension provides the opportunity for women to attend educational activities and the opportunity to work individually with Extension staff so they can build on their skills and knowledge to better manage their resources and achieve their long term goals.

ISUEO Signature Issues

Food & the Environment --> Farm Business Management

Outcomes

Just one example is a client that I started working with 27 years ago. She wanted assistance in managing her two farms that had been gifted to her. I worked with her to determine her goals and outcomes she wanted to achieve. I also helped her in setting up her leases and working with her tenants and in grain marketing her share of the crop. So instead of paying a farm manager to handle her business she became focused on learning about her operation and all the decisions going into managing the property. She also had a very high priority on conservation, even to the point of donating land to the Iowa Heritage Foundation. Today she receives some of the highest rents in the area due to her willingness to work with organic producers and provide multi-year lease agreements.

Location / Participant(s) Came From

- State

Partner(s)

- County Extension Staff