



Effective Outreach for Wisconsin's Women and Hispanic Farmers

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Today's Question: How Can Extension and Other Agencies Better Reach Women and Hispanic Farmers?

Census data of farm principle operators shows:

- No. of women farmers in WI increased by 58% from 1997-2007 (to 9,176).
- No. of Hispanic farmers in WI increased 70% from 1997 - 2002 (to 523)
- No. of Hispanic farmers in WI decreased 53% from 2002 - 2007 (to 245)
= 20% decrease over 10 yrs.



Presentation Outline

- **Study goals & methods**
- **Wisconsin's women farmers:**
 - Description of farms & use of govt. programs
 - Information sources & needs
- **Wisconsin's Hispanic farmers:**
 - Description of farms
 - Information sources & needs
- **How can agencies better serve these populations?**





Community Based Social Marketing Research Method

- Segment the target population
- Qualitative research:
 - Mail surveys
 - Interviews
 - Focus groups
- Develop strategies to serve specific populations

Direct Market Women Operated Farms: Study Methods

- Mailed survey to 601 women on Ag Census list
- Modified Dillman method
- Cleaned and checked data
- 373 complete surveys, 62% response rate
- Interviews
- Held a discussion group



Results: Direct Market Women Farmers, Non-dairy

- 36% = 0-29 acres, 36% = 30-99 acres, 27% = 100 acres and up.
- Most frequently mentioned products raised include vegetables (40%), poultry and eggs (35%), beef (31%), tree fruit (30%). Also mentioned flowers, nursery crops, grains.
- 37% conventional, 6% organic, 30% non-certified organic, 3% transitional, 16% sustainable.



Do Women Farmers Use Government Programs?

- Fewer than 17% of the women signed up for any conservation or farmland preservation program.
- Over 40% of women farmers are not aware of the other four programs.

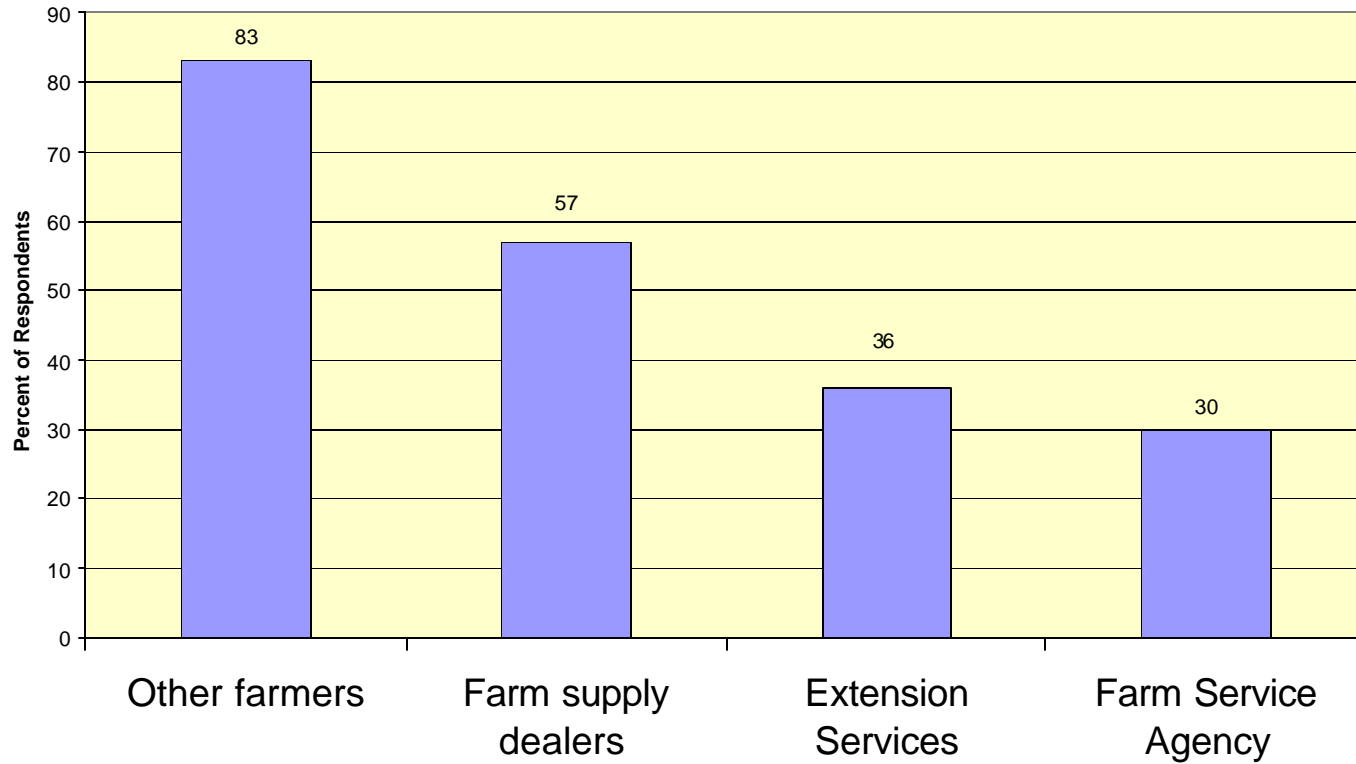


Information Gathering Behavior

1. Who do women farmers consult?
2. What are their most important sources?
3. What do women farmers want to learn?
4. Would they use internet-based delivery?

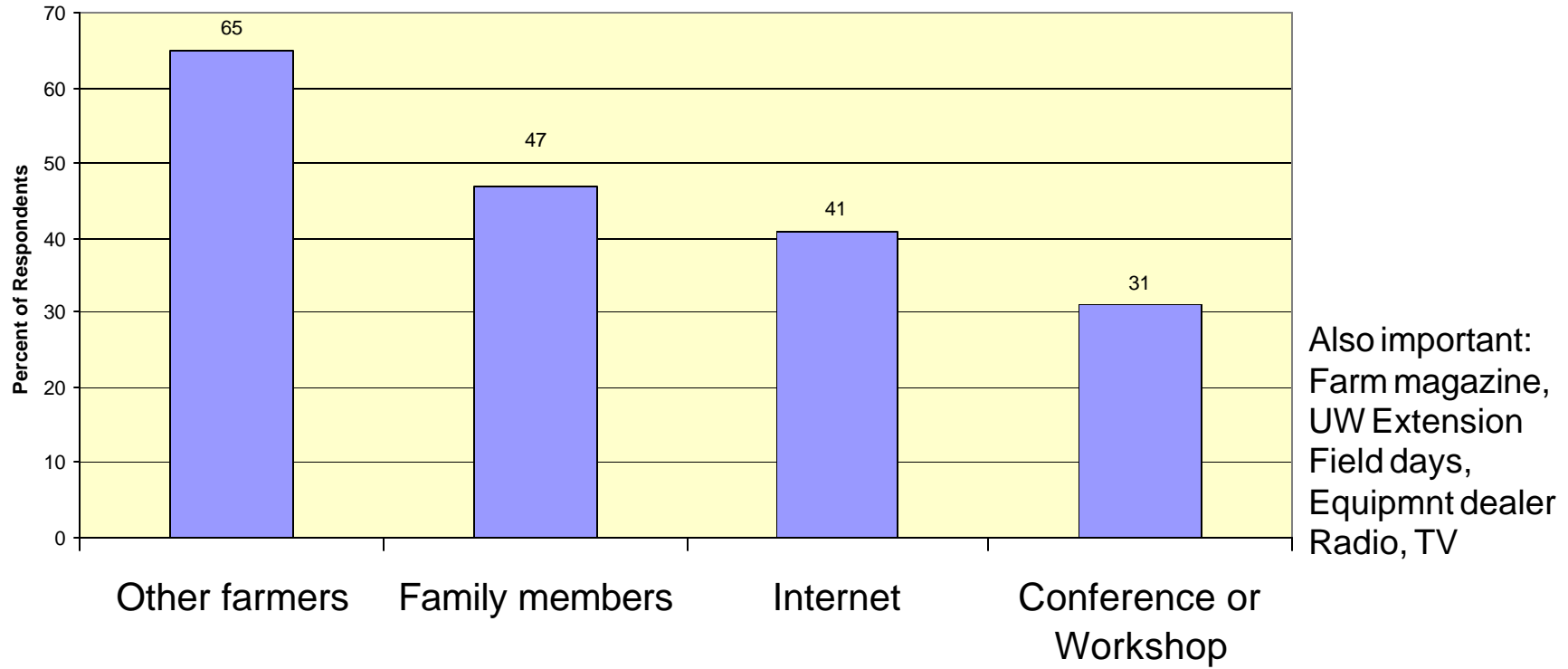


Sources of Information Women Farmers Consulted

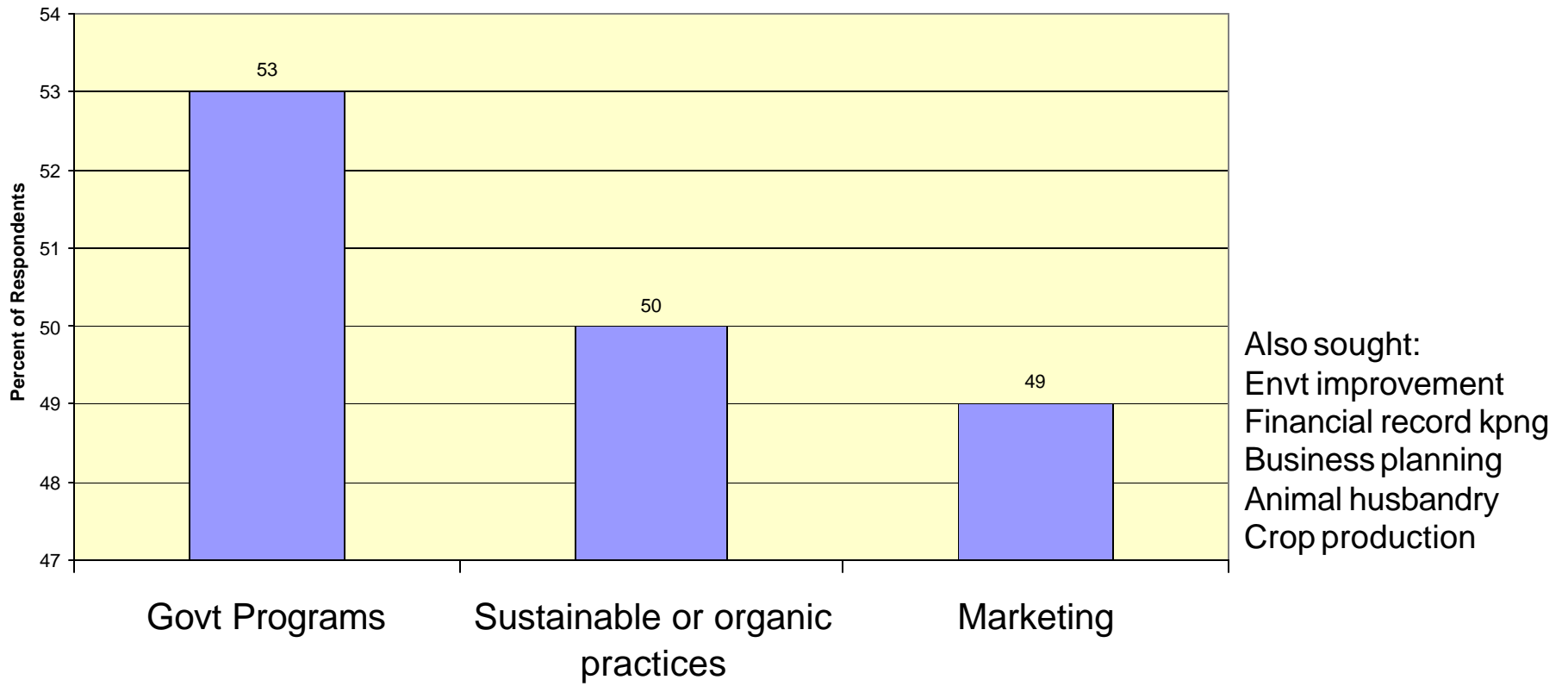


Also consulted:
Growers Assoc
Bankers,
WI Dept of Ag
County Land Office

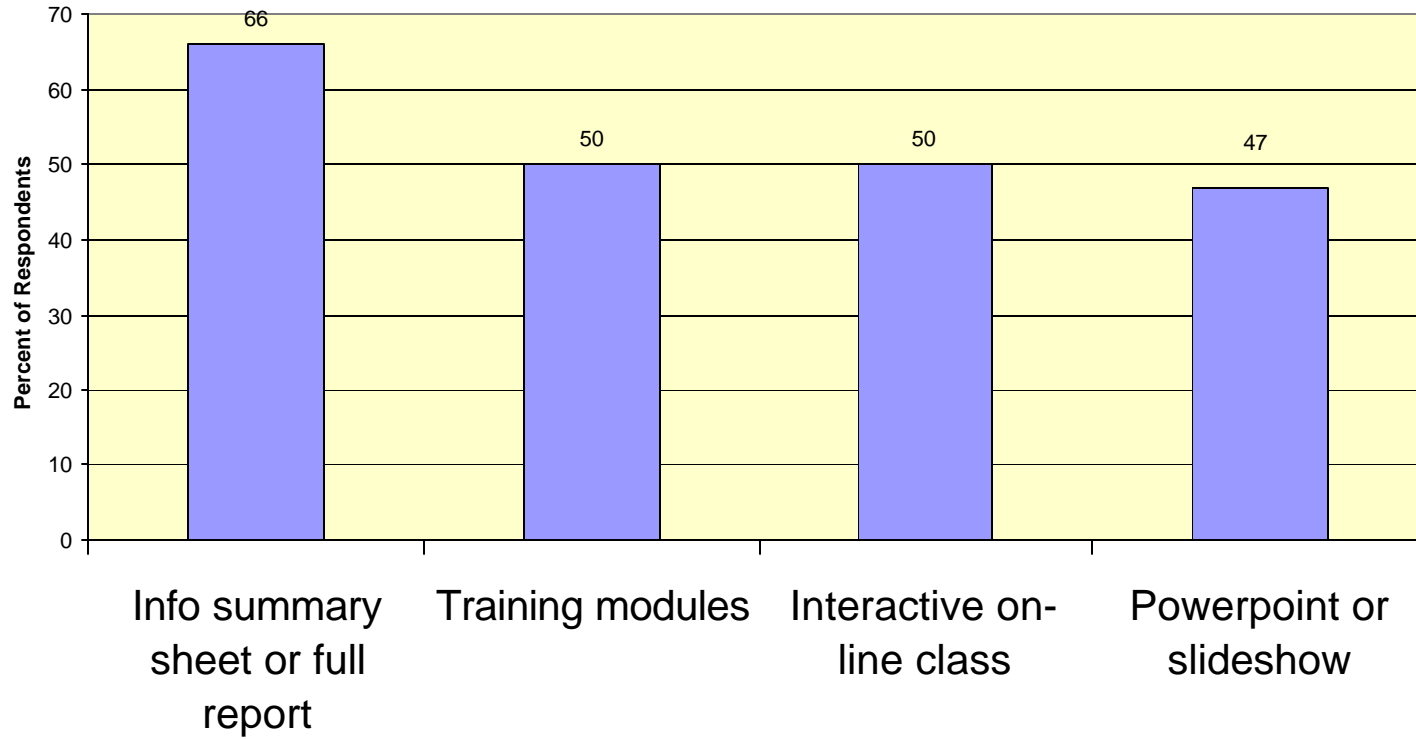
"Very Important" Sources of Information for Women Farmers



Information Sought by Women Farmers



Women Farmers' Receptiveness to Internet-Based Delivery of Information



Also:
Video (YouTube)
Audio presentation

Discussion: Direct Market Women Farmers



- 72% farm less than 100 acres.
- Only 36% consult UW Extension.
- Get information from a wide variety of sources.
- Farmer-to-farmer exchange is most important source.
- Internet increasingly important, but:
 - Difficult to navigate
 - Can be overwhelming

Hispanic farmers in Wisconsin

- Outreach and interviews conducted by our Outreach Specialist: Julia Reyes-Hamann
- Partnership with the WI Department of Agriculture, Wisconsin Farm Center (Women, Minority & Beginning Farmers Project)

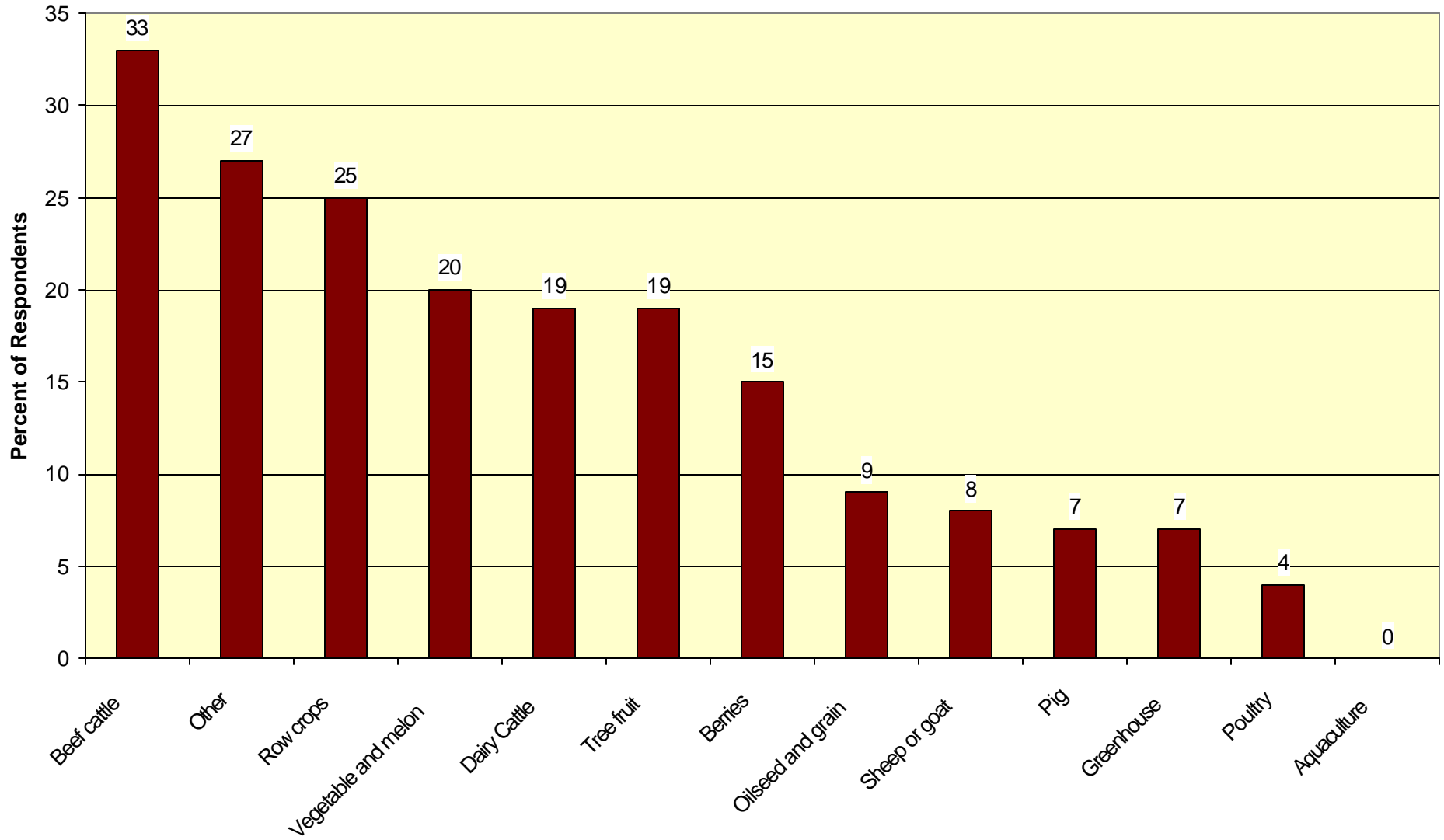




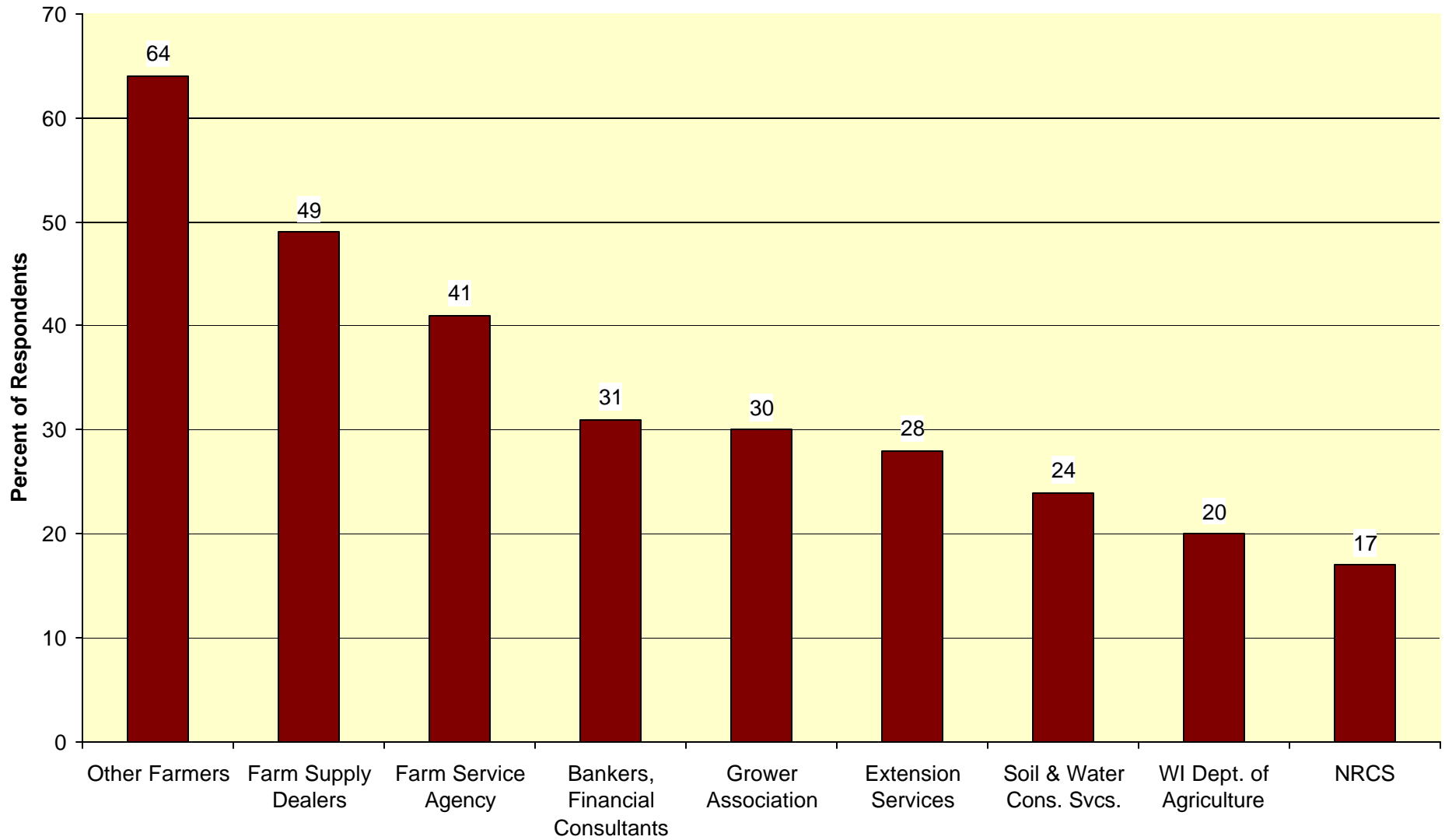
Looking for & Learning about Hispanic Farmers in Wisconsin: Methods

- Mailed short bi-lingual survey to 215 on WI Ag. Census list 48% response rate
- Contacted Extension agents; ag advisors
- County visits – 9 counties
- Searched land records of 7 counties
- Printed article in Hispanic paper
- Attended Hispanic cultural events
- Interviews (25) for in-depth understanding of these farms

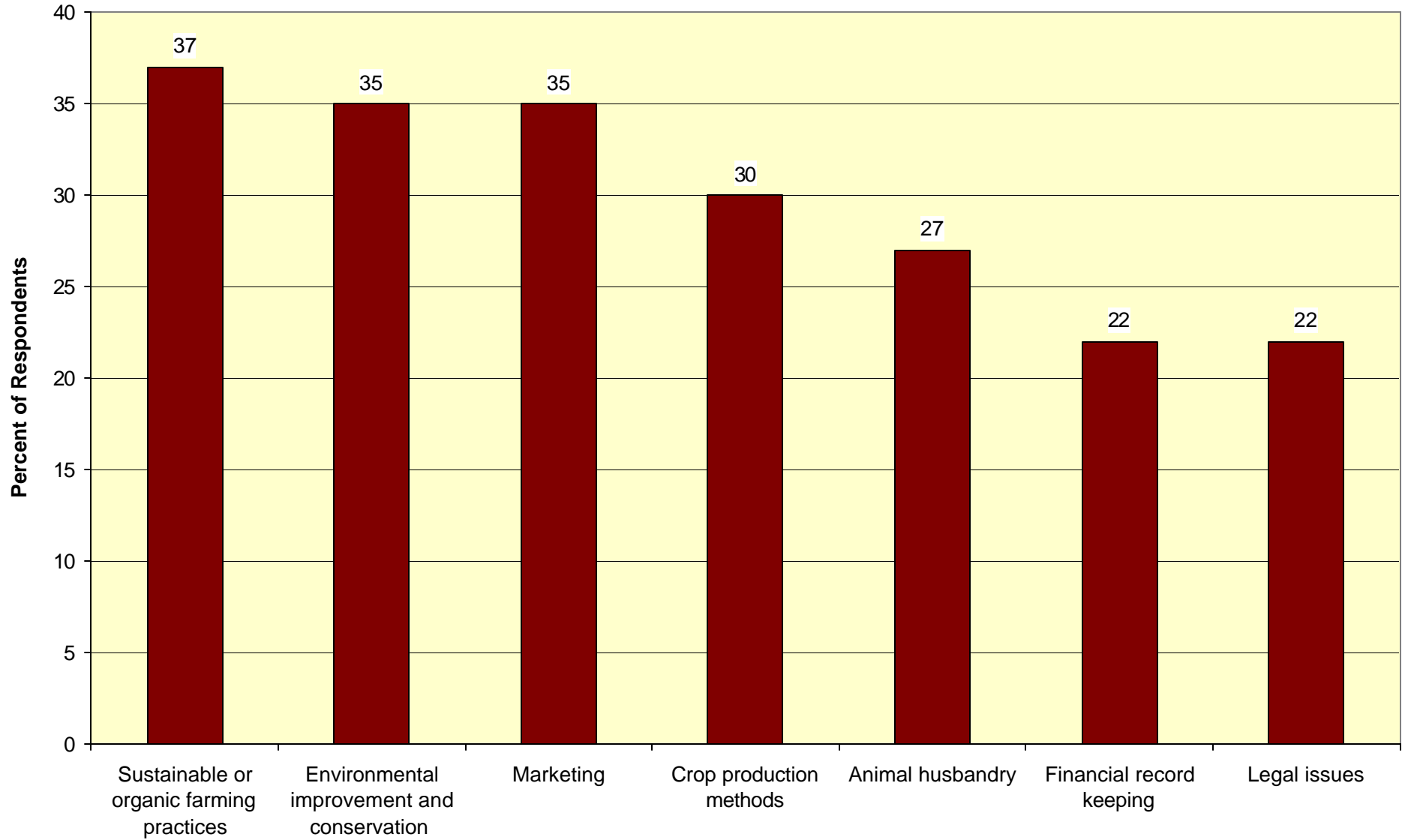
Wisconsin Hispanic Farm Operators by type of operation



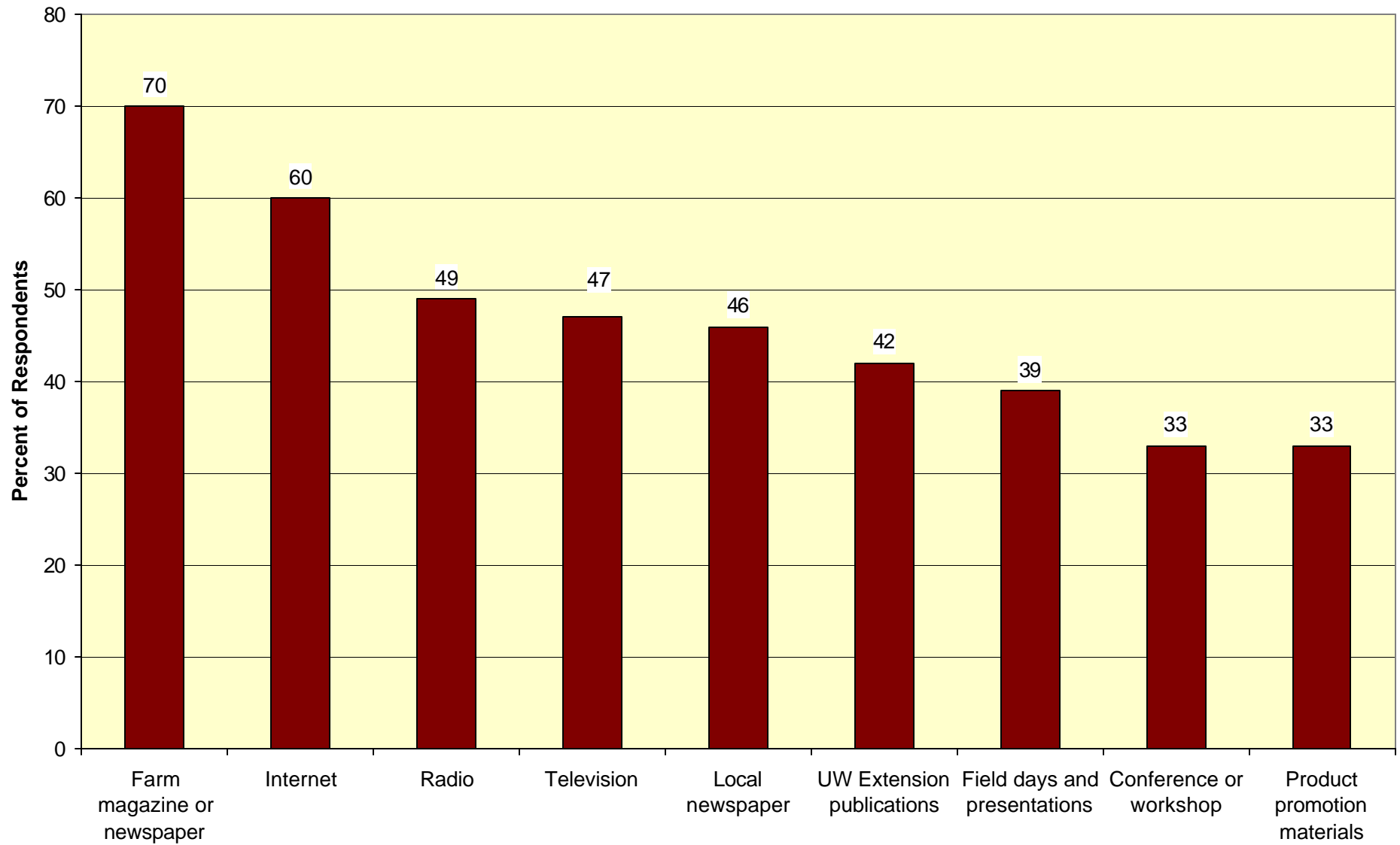
Sources of Information for Hispanic Farmers - People Consulted



Information/Training Needs for Hispanic Farmers



Sources of Information for Hispanic Farmers: Media, Publications, Trainings





Discussion: Hispanic Farmers in Wisconsin

- Not concentrated in any farm sector or region
- Not well connected to government services
- Less developed networks of social capital
- Immigrant farmers face many challenges and have a more difficult time accessing information and services
 - Lack of knowledge, experience
 - Lack of access to capital or loans
 - Language barriers, culture shock, drivers license
 - Marketing options
 - Understanding regulations

How Can Extension and Other Agencies Better Serve Women and Hispanic Farmers?



- Increase our understanding and awareness of their participation in agriculture
- Target outreach and programs to smaller scale farms
- Develop farmer-to-farmer information networks
- Improve the ease of use of the internet
- Seek out these farmers and develop one-on-one relationships with them



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